

ARCHIE
SERIES

FEB.

NO. 153

12c

APPROVED
BY THE
COMICS
CODE
AUTHORITY

MAC



Jughead

I CHARGE 50¢ TO
TAKE A PICTURE!

I CHARGE A DOLLAR
NOT TO TAKE A
PICTURE!

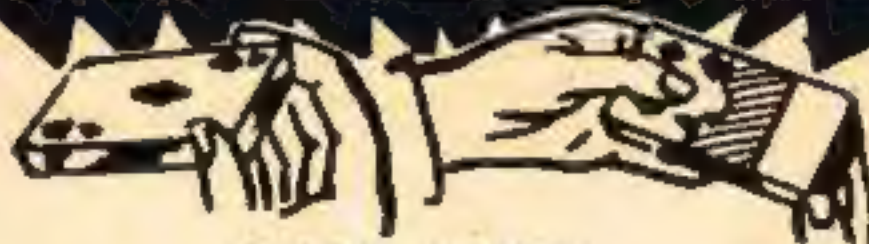


HERE'S A WHOLE TREASURE CHEST OF FUN



THROW YOUR VOICE

Throw your voice into trunks, behind doors, everywhere. Instrument fits in your mouth out of sight. Fool teacher, friends, family. Free book on "How to Become a Ventriloquist." No. 137 25c



MAGIC CARDS

Deck is marked and stripped. Can be read from the back but looks like ordinary deck. With instructions for 10 terrific tricks. No. 103 \$1.98

SURPRISE PACKAGE



Are you willing to take a chance? We won't tell you what you get, but because you're willing to gamble, we'll give you more than your money's worth. No. 676 Only 50c

JACK POT BANK

Dime-operating Jack Pot Bank works like the one armed bandit in Las Vegas. Deposit the dime and spin the handle. Reels spin and look like the real stuff. Dimes are removable. Should not be used for gambling purposes. No. 2060 1.98



SKIN HEAD WIG

Most people try to grow hair. This is just the opposite. Made of flesh toned latex will fit all heads. For the executive that would like to change his appearance. A35 \$1.00



UNBEATABLE SELF DEFENSE MADE EASY

KETSUGO ONLY \$1.00

The powerful choice secrets of: Karate, Aikido, Ate-Waza, Judo, Yawara, Jiu Jitsu, Savate. REDUCE ANY ASSAILANT TO CRINGING HELPLESSNESS IN SECONDS. Learn by yourself in just one week. No matter how small you are you can walk with confidence—fear no man. No. 224 \$1.00



BOOMERANG

Something new in target throwing. In case you miss, it comes right back to you, and bingo! you're set to "fire" again. More fun than a "barrel of monkeys." No. 141 75c



SMOKE BOMB

Light one and watch the column of thick, white smoke rise to the ceiling, mushrooming into a dense cloud, just like an A Bomb. No. 971 20c



JOY BUZZER

Most popular joke novelty in years! Wind up and wear it like a ring. When you shake hands, it almost raises the victim off his feet with a "shocking sensation." Absolutely harmless. No. 239 Only 50c

COMPLETE POWERED DRAG-RACING KIT



This complete drag-racing course includes two sports cars over 5 inches long—an MGA Mark II and a Jaguar XK140—a starting gate, guide lines to keep the cars on course, and STOP bumpers for the finish line. Decals and racing numbers are also included, plus easy-to-follow instructions for building. Item No. 973 \$1.00



TRICK BLACK SOAP

Ordinary looking piece of soap. Victim washes face and gets blacker and blacker. When he gets a look in the mirror, he'll be shocked. Harmless. No. 575 Only 25c

MONEYMAKER

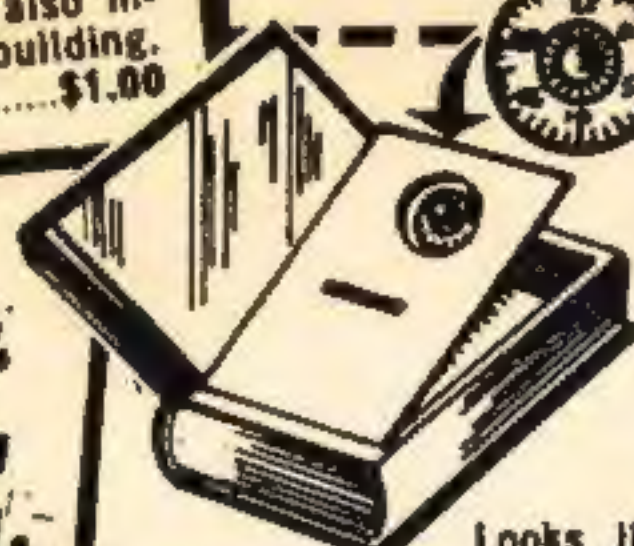
Insert a blank piece of paper, turn the knob and... OUT COMES A REAL DOLLAR BILL! Insert the dollar and it changes to a \$5 then the \$5 changes to \$10. A135 1.25



EXHAUST WHISTLE



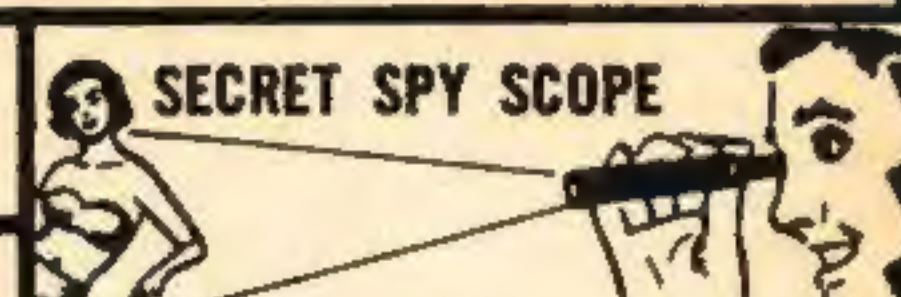
Just slip it into the exhaust pipe of your friend's car... then watch him when he starts the engine! The howls and noises will make him think the motor's about to blow up or fall apart—while you roar with laughter. No. F193 50c



SECRET BOOK SAFE

With combination lock only you can open.

Looks like any book so no one would think to look for valuables in it. Securely locked by combination only you know - because you yourself have set it. Tough under-structure is covered with simulated leather binding. 700 \$1.98



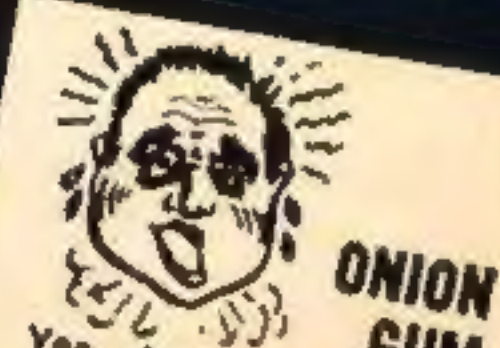
SECRET SPY SCOPE

Pen Size—Clips On Your Pocket-6 Power Magnifier. 6-power wide field magnifier is cleverly concealed in a pen-sized pocket scope. Item No. F59 \$1.98

WHOOPEE CUSHION



Place on a chair under a cushion, then watch the fun when someone sits down! It gives forth embarrassing noises. Made of rubber, and inflatable. A scream. No. 247 50c



ONION GUM

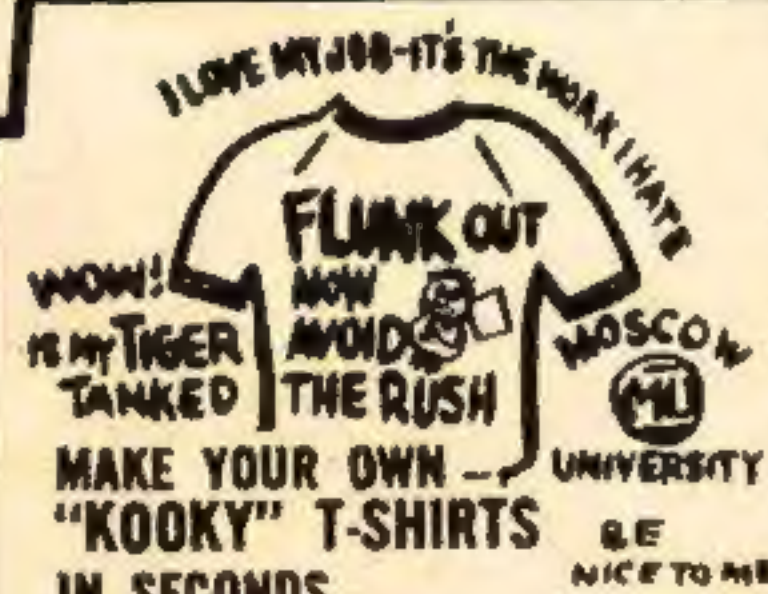
Yes—Looks like real chewing gum but tastes like ONIONS! Its too funny! 5 slices to a pack. No. 281 20c



X-RAY SPECS

An Hilarious Optical Illusion \$1.00

Scientific optical principle really works. Imagine—you put on the "X-Ray" Specs and hold your hand in front of you. You seem to be able to look right through the flesh and see the bones underneath. Look at your friend. Is that really his body you "see" under his clothes? Loads of laughs and fun at parties. No. FL7 \$1.00



MAKE YOUR OWN "KOOKY" T-SHIRTS IN SECONDS

All you do is lay the transfer on, press down with a hot iron and presto!—you'll have a crowd-stopping "zany" shirt... in colors, too. Each transfer will transform several shirts. Can be washed, of course. Item No. 339 Any two transfers \$1.00. All 4 transfers \$1.75

Honor House Prod. Corp. Lynbrook, N.Y. 11563

Dept. 7GK38

Rush me the items listed below. If I am not 100% satisfied, I may return any part of my purchase after 10 days Free Trial for full refund of purchase price.

Item	Name of Item	How Many	Total Price

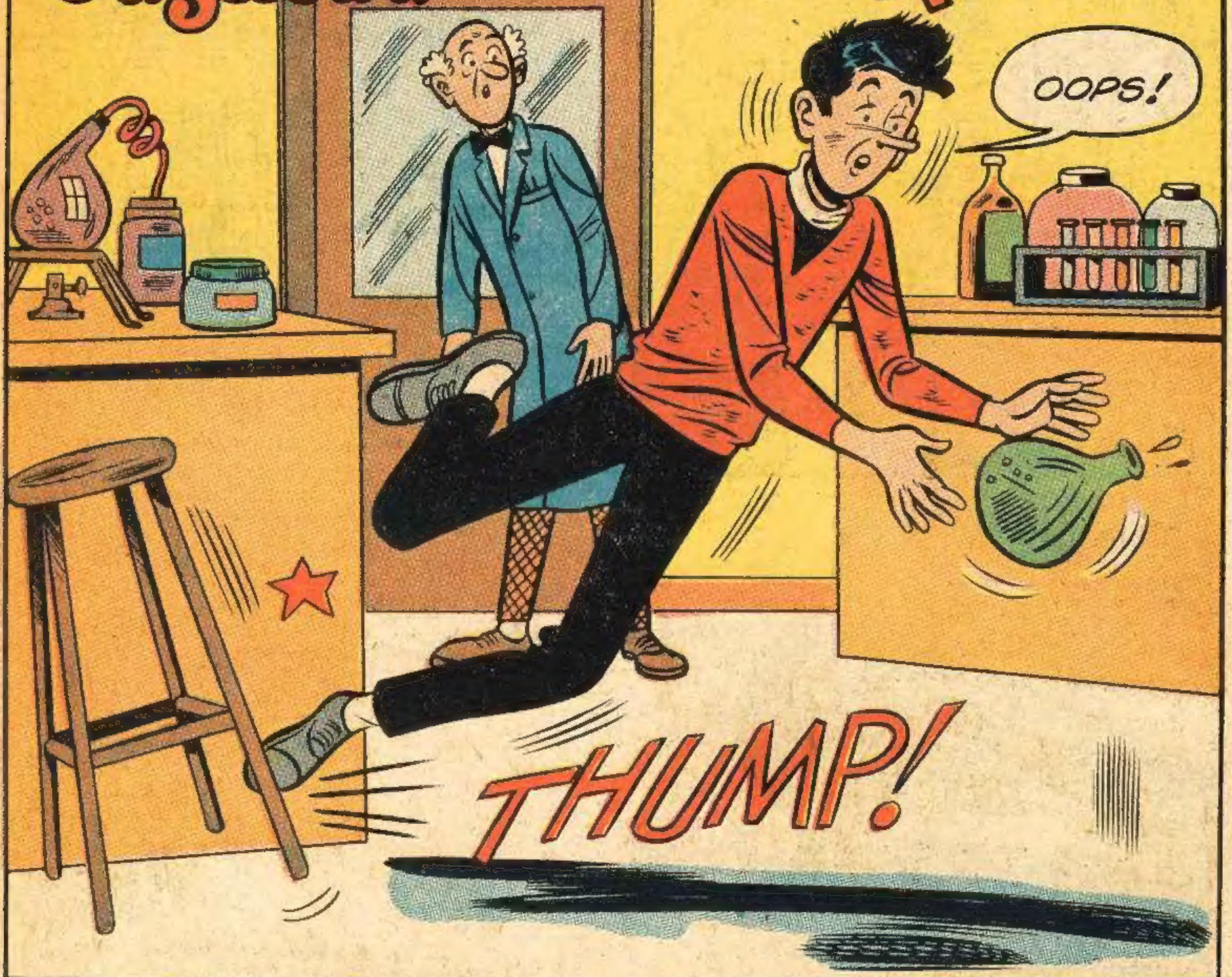
- ☐ I enclose.....in full payment. Same guarantee.
- ☐ Send C.O.D. I will pay postman on delivery plus C.O.D. and shipping charges.

Name

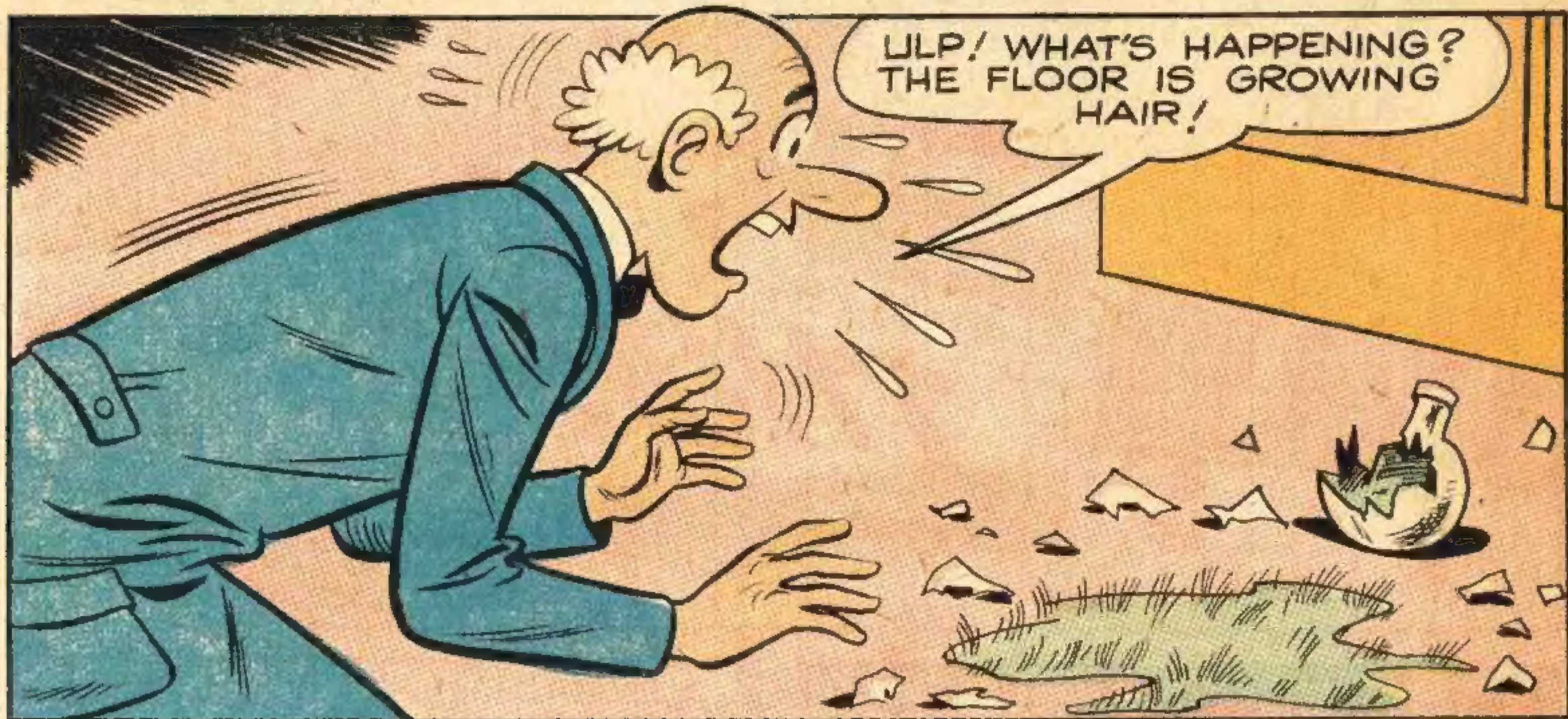
Address Zip

N.Y. State residents please add 2% sales tax. Sorry, we cannot ship orders for less than \$1.00. Kindly add 15c for postage and handling to all orders.

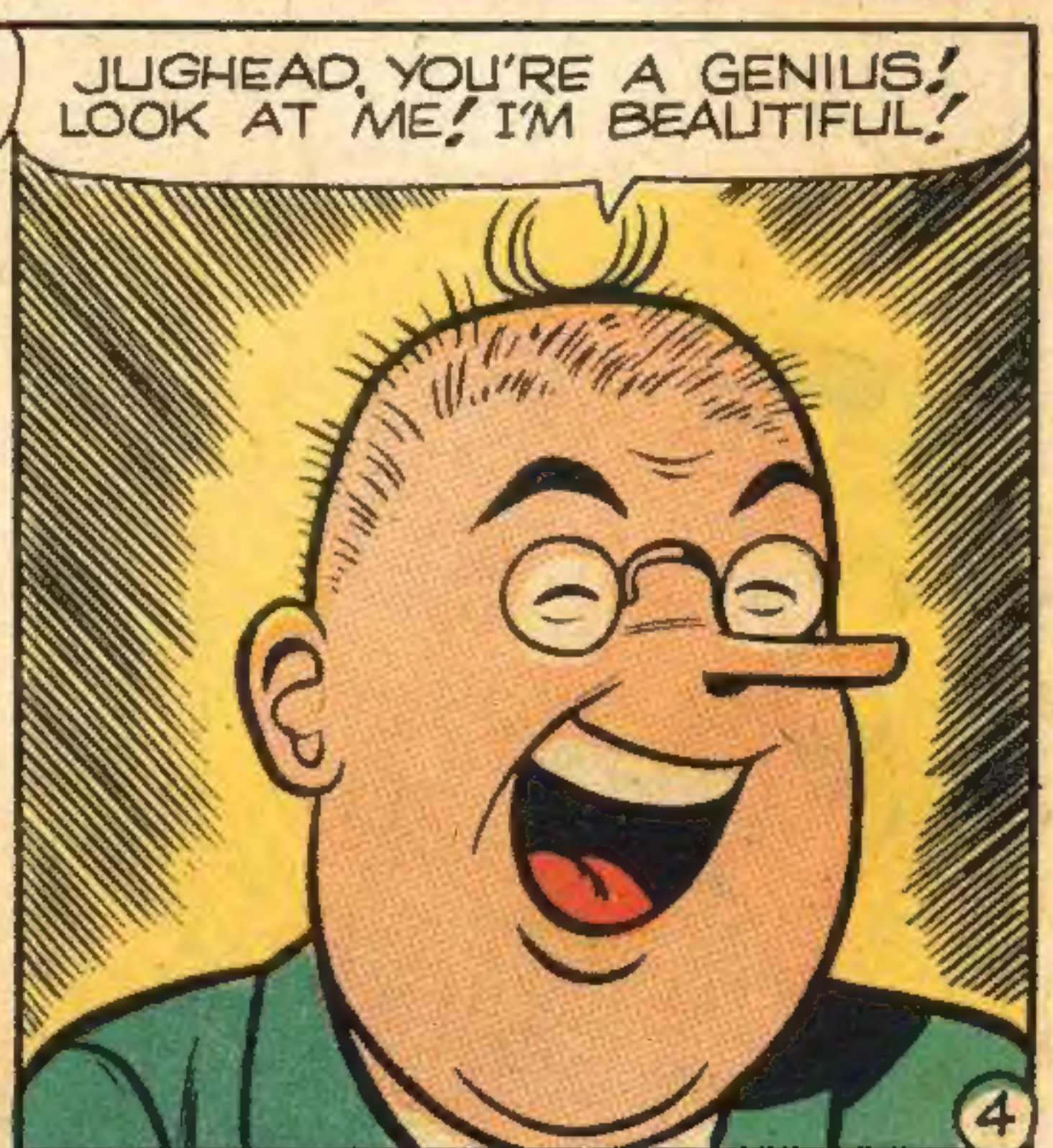
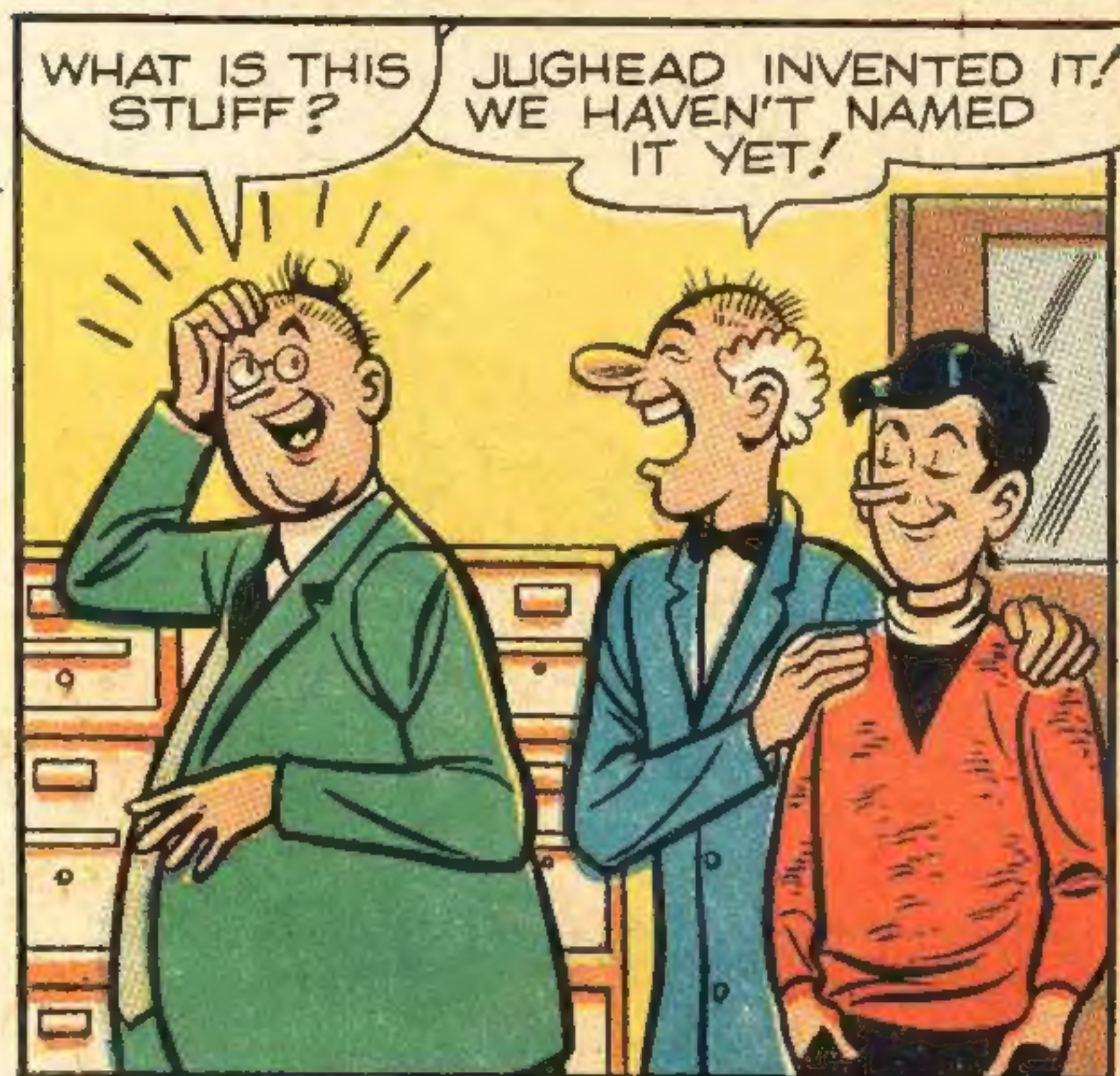
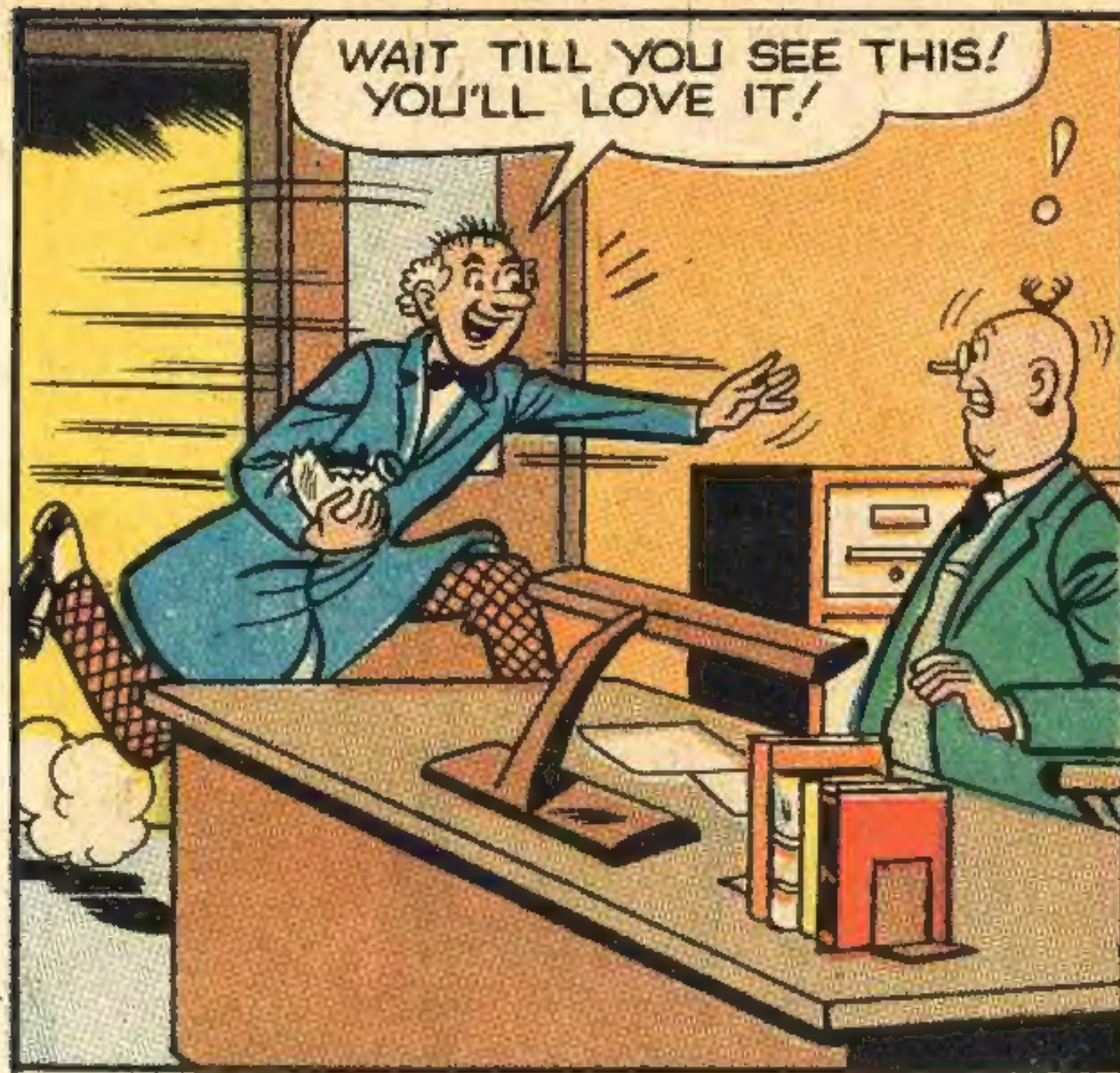
Jughead ^{IN} CHEMICAL REACTION



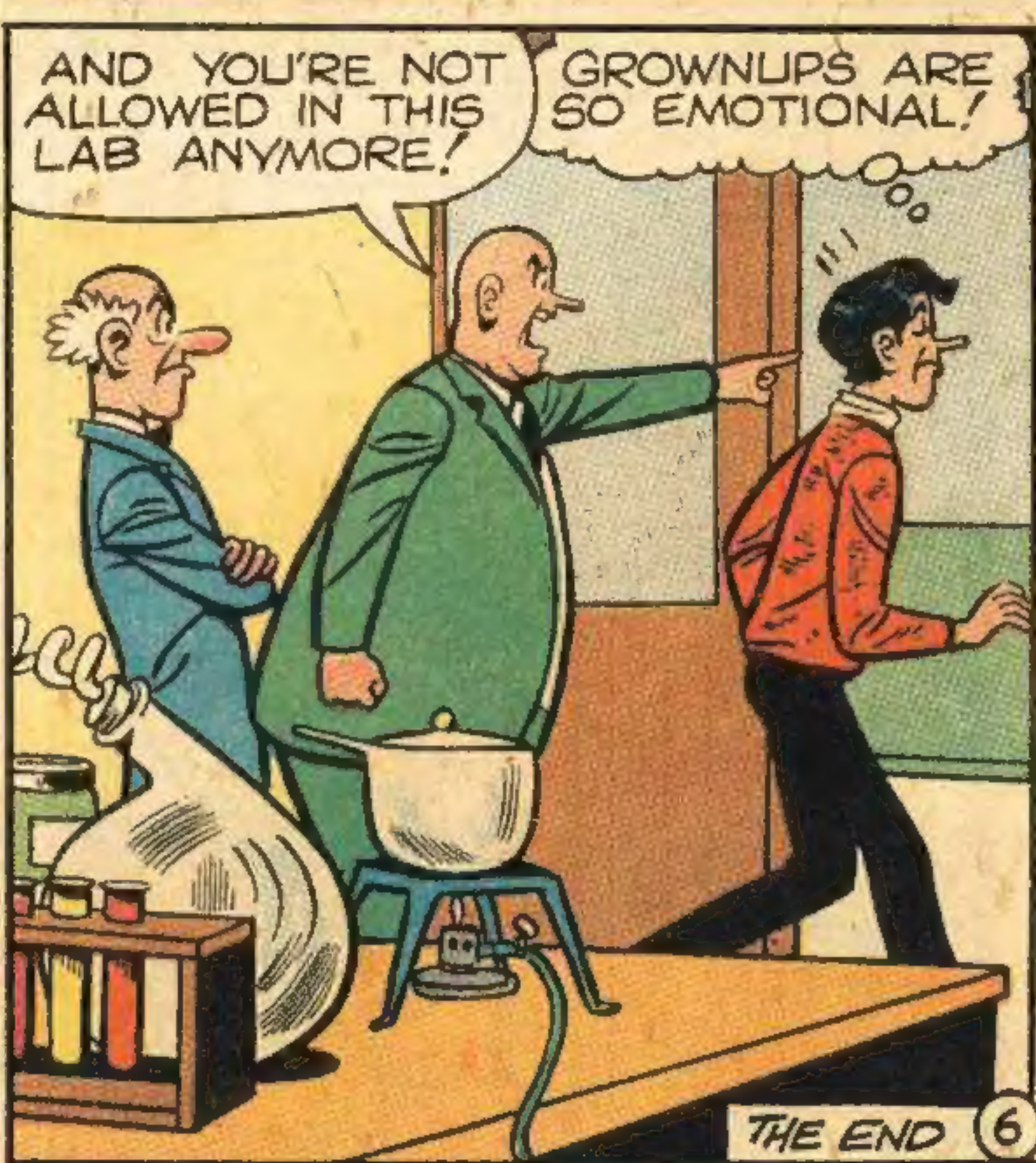
JUGHEAD, No. 153, February, 1968. Published Monthly by ARCHIE COMIC PUBLICATIONS, INC., Second and Dickey Streets, Sparta, Ill. 62286. Executive and Editorial offices: 1116 First Avenue, New York, N.Y. 10021. Chicago office: 35 E. Wacker Drive, Chicago, Ill. 60601. Second Class Postage Paid at Sparta, Ill. under the Act of Mar. 3, 1879. Title registered U.S. Patent Office. Yearly subscription \$1.50 in U.S.A.; single copies 12c. No actual person is named or delineated in this fiction magazine. Copyright © 1968 by Archie Comic Publications, Inc. All rights reserved. © Under Universal, International and Pan-American Copyright Conventions. Printed in the U.S.A. This periodical may not be sold except by authorized dealers and is sold subject to the conditions that it shall not be sold or distributed with any part of its cover or markings removed, nor in a mutilated condition, nor affixed to, nor as part of any advertising, literary or pictorial matter whatsoever.











NOW..... **JOIN IN THE PSYCHEDELIC** **HAPPENINGS WITH** **YOUR FAVORITE** **DAVY JONES**

offer No:1

DAVY JONES FANCLUB - as a charter member, be the first to receive a psychedelic membership card with Davy's picture on it (wallet size) PLUS photos of all kinds intimate closeups, for framing, and candid types, too! PLUS - GIANT SIZE photo stamps of Davy - Official Davy Press and all the MONKEES all for \$11.00

Bulletin (lets you know what's happening with DAVY)

offer No:2

GIANT POSTER - a vibrating psychedelic giant size poster, in eerie sepia-tones (the eyes actually glow in dark) look at it once, baby and turn on - only \$11.00

offer No:3

PERSONAL PHOTO ALBUM - actual childhood photos of Davy - personal photos taken behind the scenes by family and friends (home type, candid shots, at work, at play, on tour. - Entire album \$11.00)

YES!

I want to go with Davy! I have checked below the offers I want:

- ☐ 1. Enroll me in Davy's Fan Club and send everything included for just \$11.00
- ☐ 2. Send me the Giant Size Poster - \$11.00
- ☐ 3. I want Davy's big photo album - just \$11.00

☐ RUSH! I enclose 25c for special rush handling of my order! payment in full for items

I enclose \$
I have checked.

Name _____
 Address _____
 City _____ State & Zip _____
 mail to: **START-OUT Dept 7DJ38**
 35 Wilbur Street, Lynbrook, New York, 11563





Archie Club News



ARCHIE CLUB MEMBERS, send in your news reports and win cash prizes in the Archie Series Magazines. Please address all letters or postcards to ARCHIE CLUB NEWS, 1116 First Avenue, New York, N.Y. 10021

JUGHEAD NO. 153 FEB.

MEMBERSHIP — TWENTY CENTS

FIRST PRIZE — \$5.00

REPORTER
JULIE ANN DELAY
Box 106
Cape Yakataga, Alaska 99560

Dear Archie,

I would like to tell you about last summer's experience with a bear. This incident happened at the beginning of school.

It was early in the evening that we decided to go to a dump in the woods, to see if there were any bears. When we got to the dump there weren't any bears so we decided to go home. Just as we were ready to park the car by the road we saw a black bear eating half lamb's food on our back porch!

Our Mom and Dad told us to stay in the car while they went in to get the gun and camera. Meanwhile the bear was still chomping away . . . until he saw Dad with the gun. Then he walked slowly down the porch, and when he was just about past a corner of the back part of the house he turned around, and looked at Dad and Mom. Dad took a picture and the bear went on around the house. Dad followed and took a shot with the gun. The bear turned around and charged Dad but Dad got in. By then we were all in.

About thirty minutes later Dad went out to let our dog in. But he wasn't there! Something else was! Can you imagine being about a yard away from a black bear? Oh boy! He slammed the door and held it there for about three minutes. By that time the bear was in the woods. The next morning our dad was working and we were in school. So Mom was alone at home. So she was going to let our dog in, and that same bear was on the porch!! She called up Dad, and he

killed the bear. Now we have a big bear pelt!

SECOND PRIZE — \$3.00

REPORTER
JOHN MANOUEL
A.P.O. 09125
Box 1252, New York, N.Y.

Dear Archie,

When we were driving through Yugoslavia early in the morning we saw a boulder in the road ahead of us. When we came to it we tried to avoid it by driving around it. Doing so our left tires got stuck in a seven or eight inch ditch. We all got out of the car. My mother sent my brother to get a friend, and when they came back we all tried to figure out a way to get the tires out. Other men walking by stopped to help. Nearby there was a pile of bricks. We took some bricks and made a ramp for the tires. We put the car in reverse and got out. It took about two hours to get out. The men who helped refused any small payments so we gave them each a package of cigarettes that we had left in the car. We made it to our destination and were only a couple of hours late.

THIRD PRIZE — \$2.00

REPORTER
CARRIE CHRISTOFFERSON
3 Thorndell Drive
St. Louis, Mo. 63117

Dear Archie,

This is my first news report, so for a starter, I think I will tell you about myself.

I am eleven and half years old. I have two sisters and five brothers, ranging from

23 (almost 24) years of age to 7.

When I was six months old, we moved to this large, old house, and have lived here ever since.

Lately I have been studying magic, and I now know several tricks. I have been trying to earn a little extra money and giving magic shows is a good way of doing so.

I also put on puppet shows. Last Christmas, one of my gifts was a puppet theatre with six marionettes. It has been very useful to me this summer.

Next summer I plan on starting a play-school for younger children with lots of things to read and do. I'm sure one of the major attractions will be Archie comic books.

FOURTH PRIZE — \$1.00

REPORTER
RITA SCHROEDER
671 51 Street
Brooklyn, New York

Dear Archie,

One day when just my brother and I were in the house, I had nothing to do. So I found two old calendars with thermometers on them. My brother got an

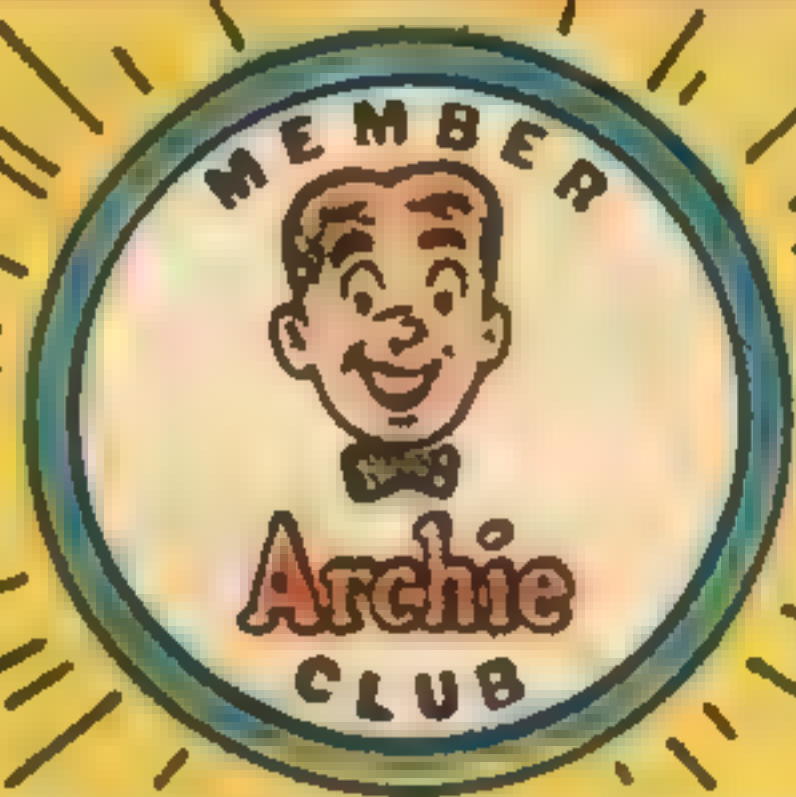
ice cube from the freezer and lit a candle. Then he put a thermometer near each one of them. The one near the ice cube went down to 30 degrees but the one near the candle went up to 120 degrees and popped. That was really fun!

FIFTH PRIZE — \$1.00

REPORTER
DIANE SCHULTZ
34026 Sequia
Westland, Mich. 48184

Dear Archie,

I am writing to you about my pet duck named George. Two years ago my teacher got some duck eggs from a nearby farm and my class hatched them in an incubator. I got one of them when the duck was only a week old. When naming my duck, I thought it was a boy. But I found out differently this past winter when she began laying eggs. This spring while we were having a garage built, I left my duck at my friend's house. She has two male ducks. The ducks mated and five weeks later George began sitting on several eggs. The eggs are due to hatch any day now. I am very excited.



EVERY MEMBER GETS THIS OFFICIAL PRESS CARD AND BEAUTIFUL 4 COLOR BUTTON

Archie Club

THIS IS TO CERTIFY THAT



SIGNATURE OF MEMBER IS REQUIRED
IS A MEMBER IN GOOD STANDING OF THE ARCHIE CLUB AND IS ENTITLED TO BE A REPORTER OF ALL TEEN AGE NEWS AND EVENTS FOR THE ARCHIE GROUP OF COMICS MAGAZINES

Archie Andrews
PRESIDENT

P
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Be An **Archie Club** MEMBER

eligible to win cash prizes and a big byline in an Archie Series Comic! By joining the ARCHIE CLUB as an official reporter . . . you get a dressy, colorful Official ARCHIE CLUB BUTTON, and a handsome, authentic ARCHIE REPORTER PRESS CARD!

Fill out this coupon now and mail it with 20¢ in coin (to cover cost of handling) to become an ARCHIE CLUB MEMBER and eligible to submit letters for cash prizes.

ARCHIE CLUB

1116 First Avenue, New York, N.Y. 10021

Dear Archie: Please enroll me as a member of the ARCHIE CLUB and send me a button and press card by return mail. I enclose 20¢ in coin to cover the cost of mailing and handling. Send to:

NAME

AGE

(PLEASE PRINT PLAINLY)

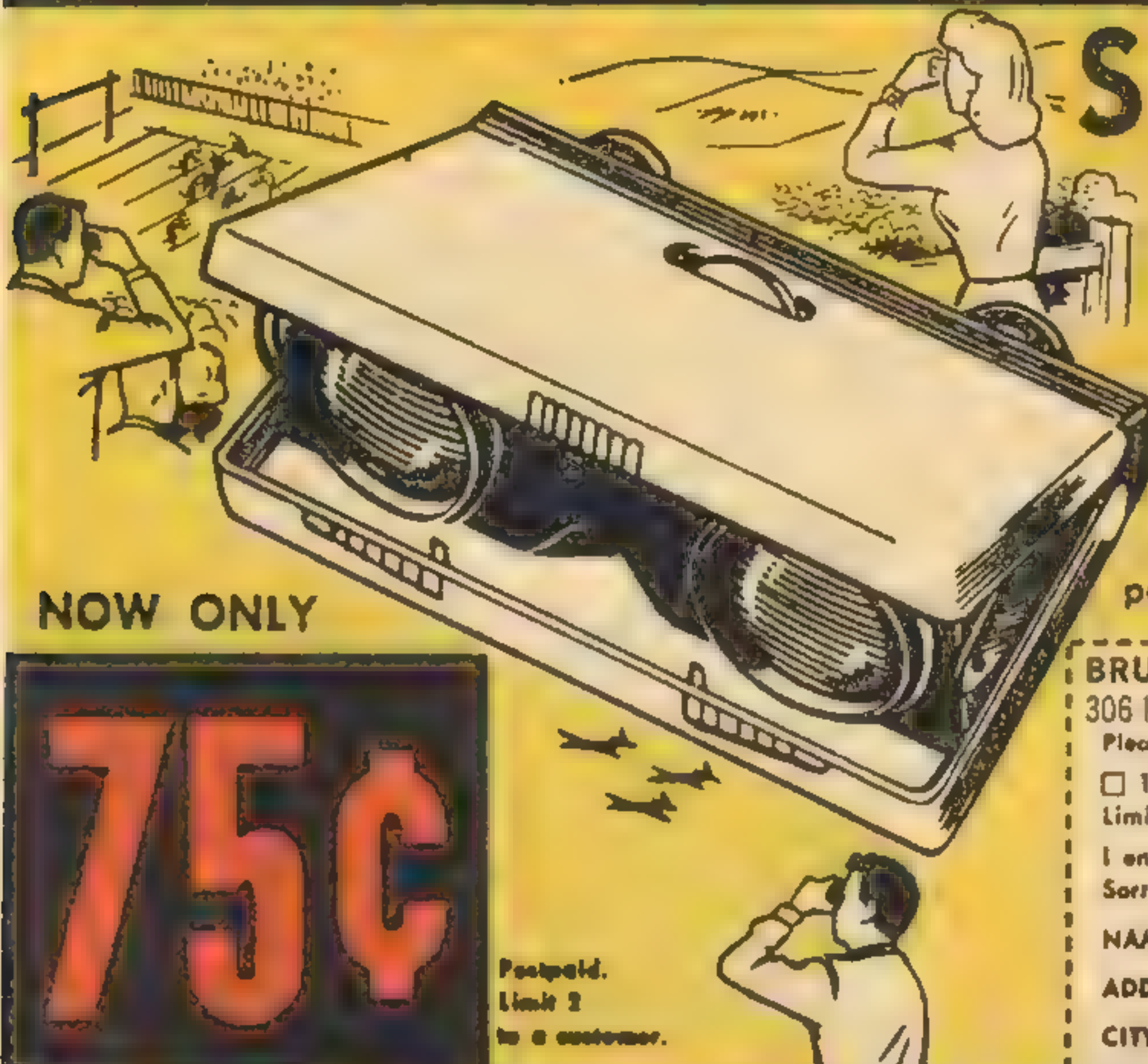
ADDRESS

CITY

STATE

ZIP CODE

HI-POWER BINOCULARS



SEE UP TO 18 MILES

Powerful folding Opera Glasses fit into pocket or purse. Center eye piece adjustment. Worth many times low introductory price. Comparable to models selling for \$4.95.

NOW ONLY

75¢

Postpaid. Limit 2 to a customer.

BRUCE SALES CO., Dept. AC-2
306 HEMPSTEAD, MALVERNE, N.Y. 11565
Please send me Hi-Power Binoculars.

☐ 1 for 75¢ ☐ 2 for \$1.50.
Limit 2 to a customer.

I enclose: ☐ Cash ☐ Check ☐ Money Order
Sorry, No. C.O.D.'s.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

IT'S THE LONGEST

HIP HUGGIN HAIRDOS

36 INCHES LONG ONLY \$1.95

Worth Much More

FANTASTICALLY LONG

Glamour Fall



BE WILD ORDER 2 ONE FOR EACH SIDE

FANTASTICALLY LONG

BE SWINGINGLY DIFFERENT with this beautiful DYNEL FALL that reaches all the way down to your hip huggers. LOOK EXCITINGLY DIFFERENT in just seconds. Can be worn STRAIGHT AND SAUCY or glamour styled as a twist, bun, beehive, or anyway you like it. The envy of every girl — 36 inches of flowing tresses. Now is your chance to have the hairpiece every one is talking about. Order your GLAMOUR FALL NOW!

ANY WAY YOU LOOK AT IT A FANTASTIC VALUE

USE THIS ORDER FORM NOW!
MONEY BACK GUARANTEE

Check Color Desired:

☐ Black	☐ Dark Brown
☐ Off-Black	☐ Light Blonde
☐ Dark Brown	☐ Auburn
☐ Brown	

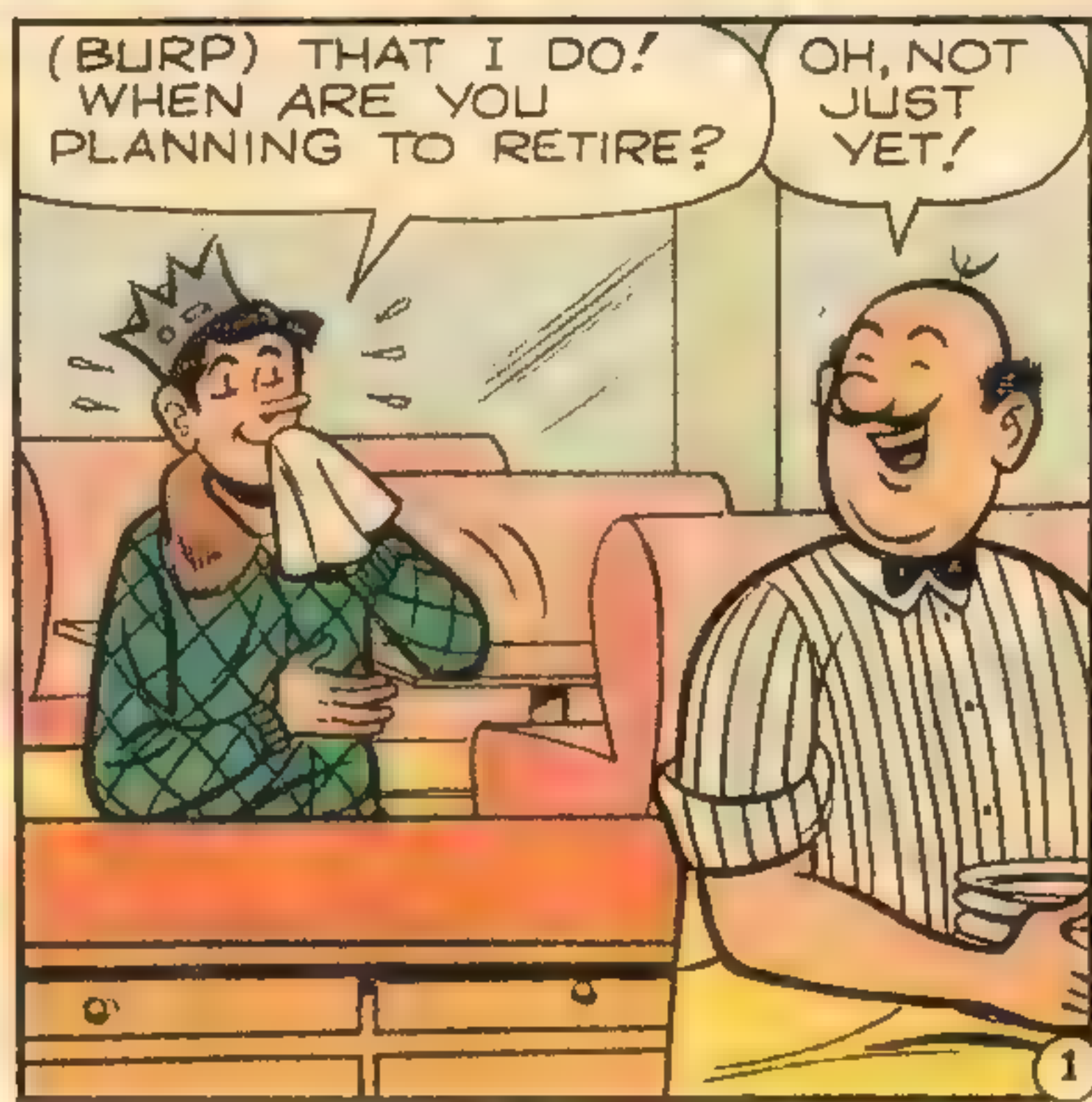
Send To: M. B. Industries Dept. AC18
P.O. Box 346, East Orange, N.J. 07017

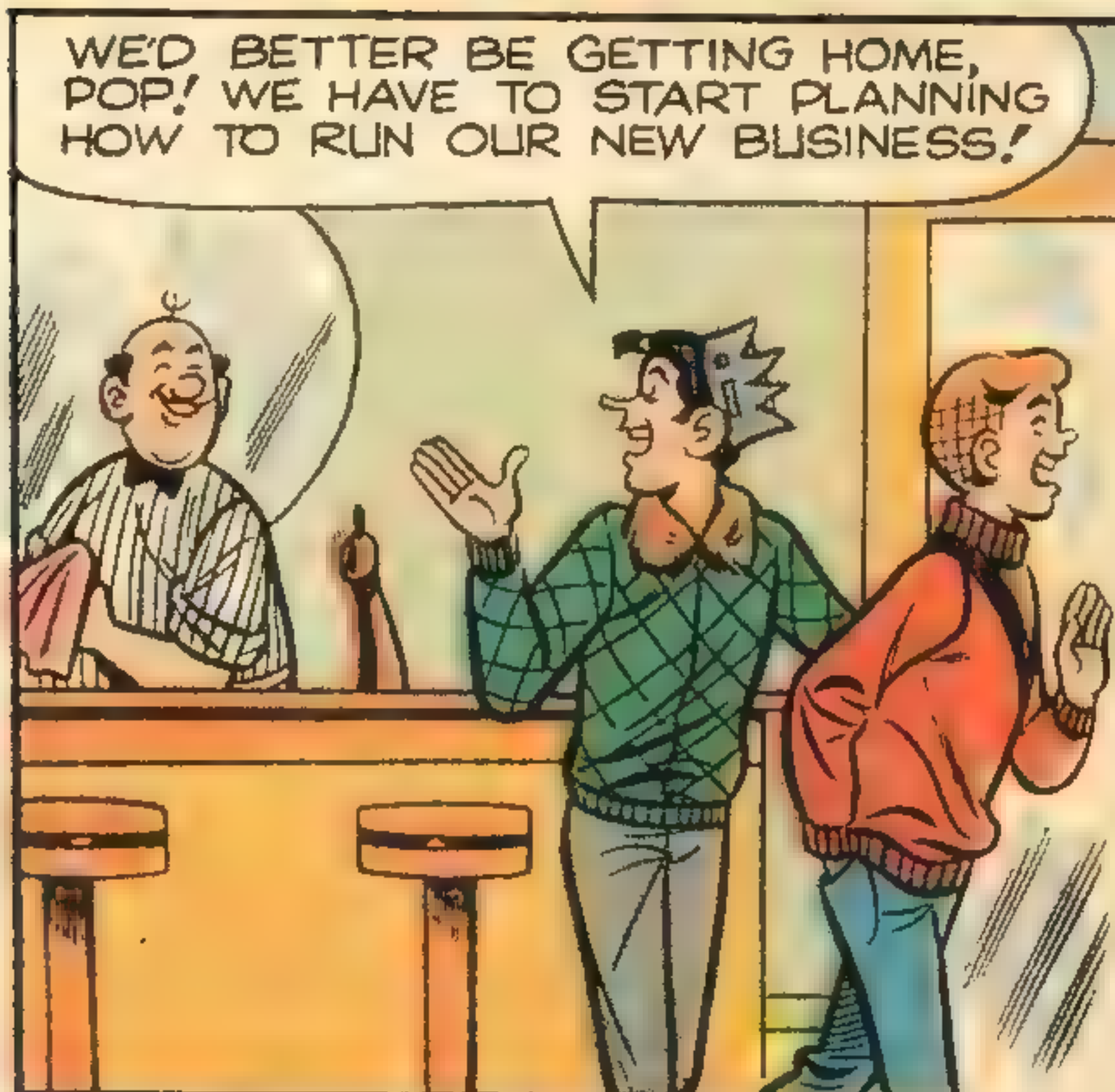
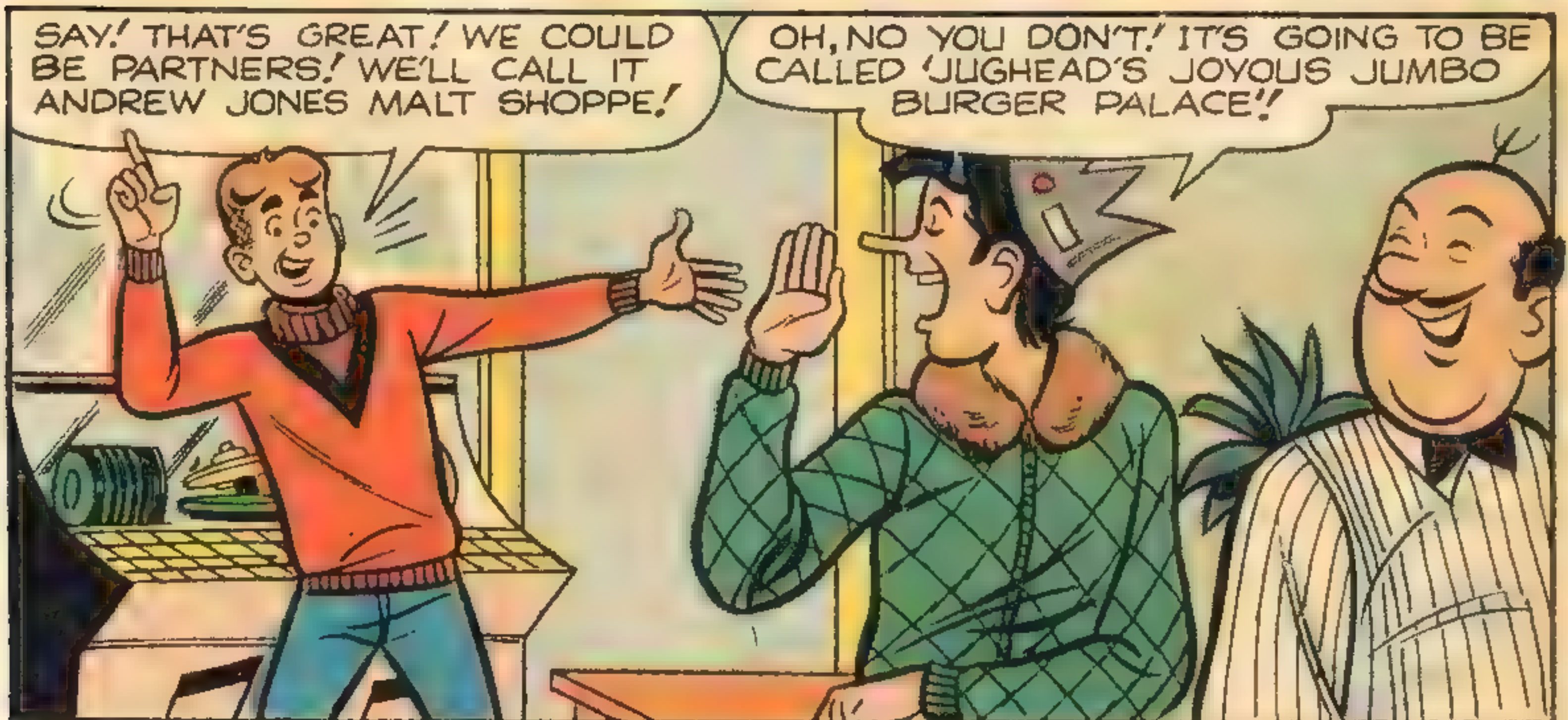
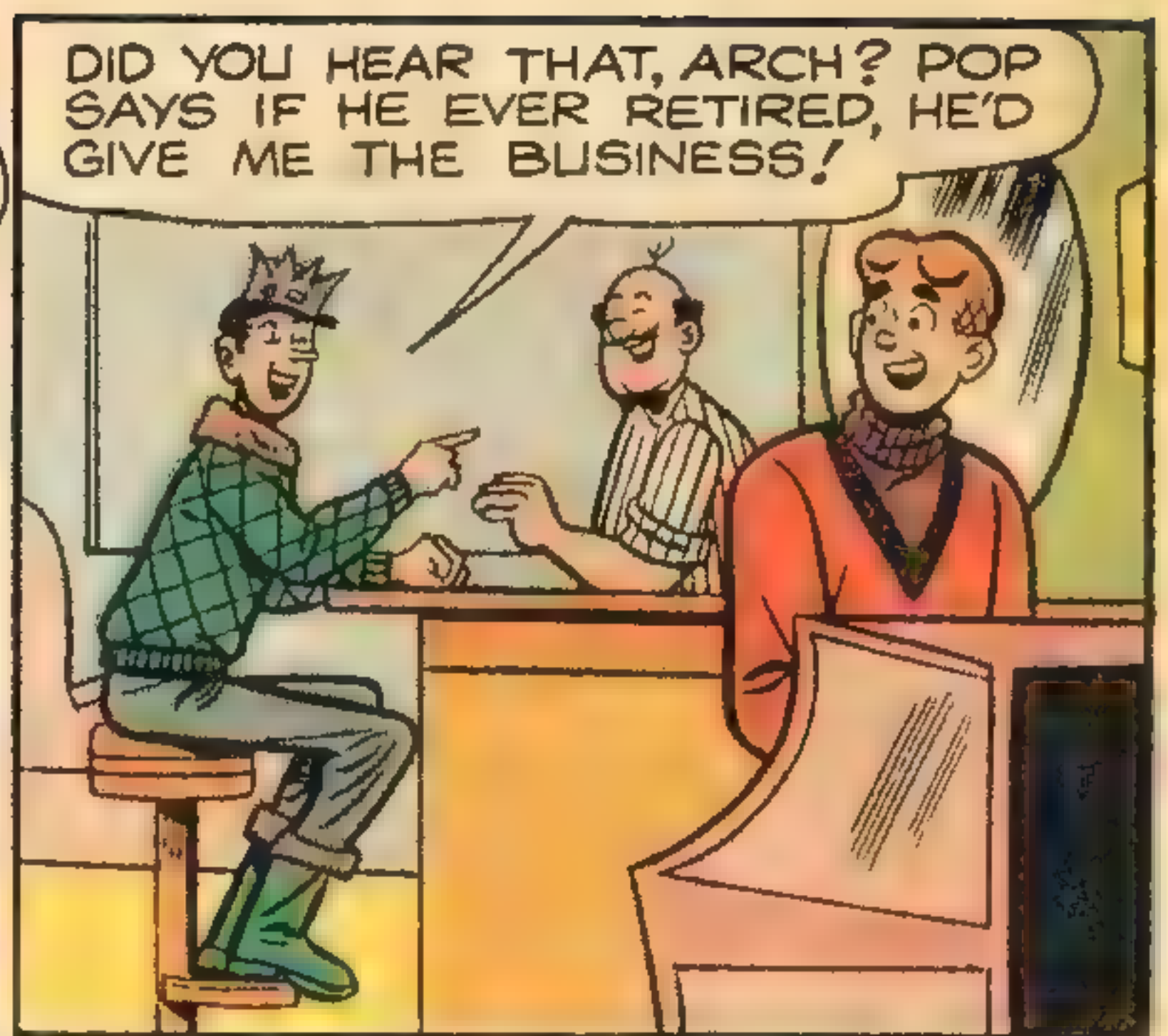
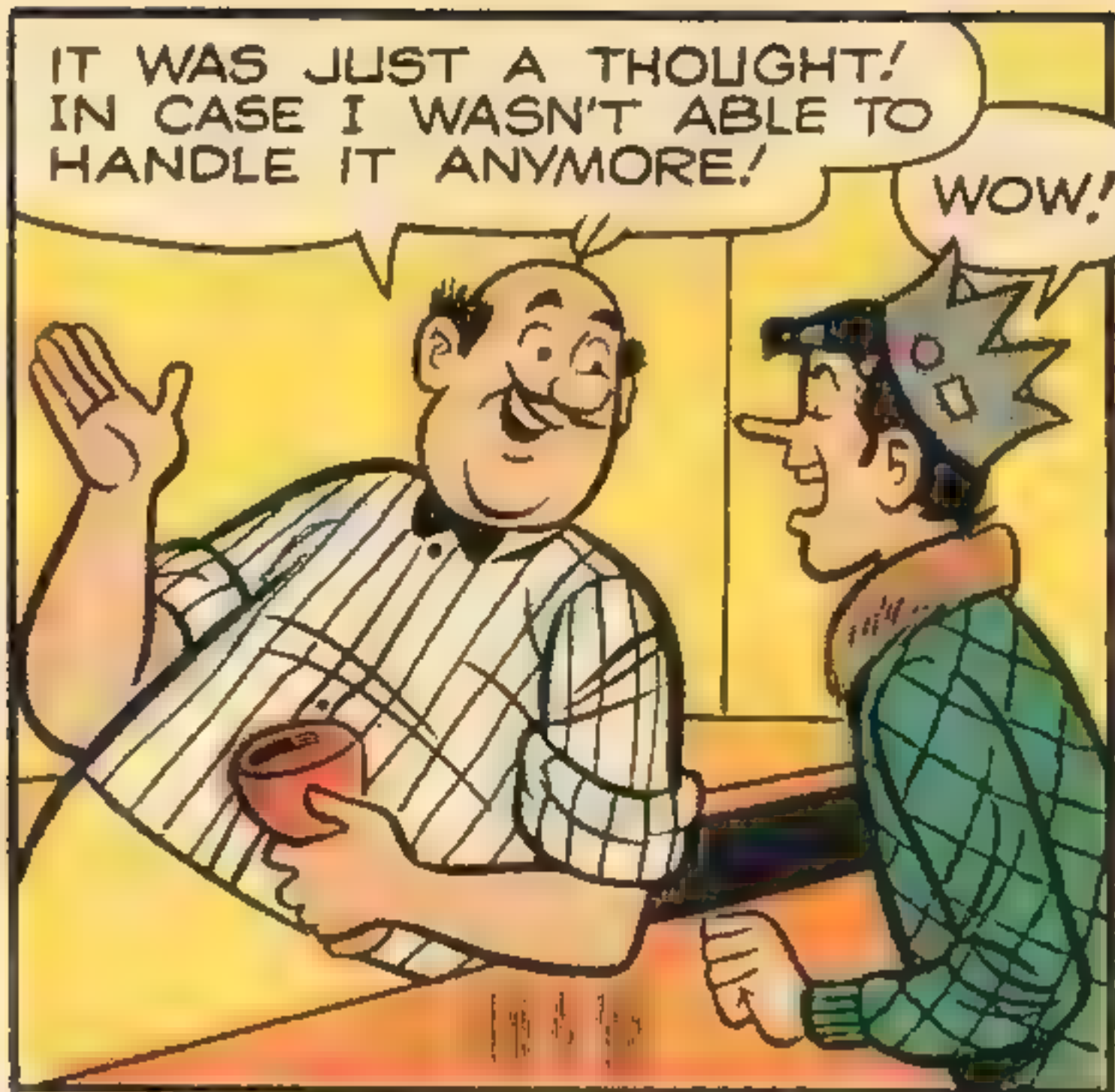
☐ Enclosed is \$1.98 plus 25¢ handling for one Glamour Fall

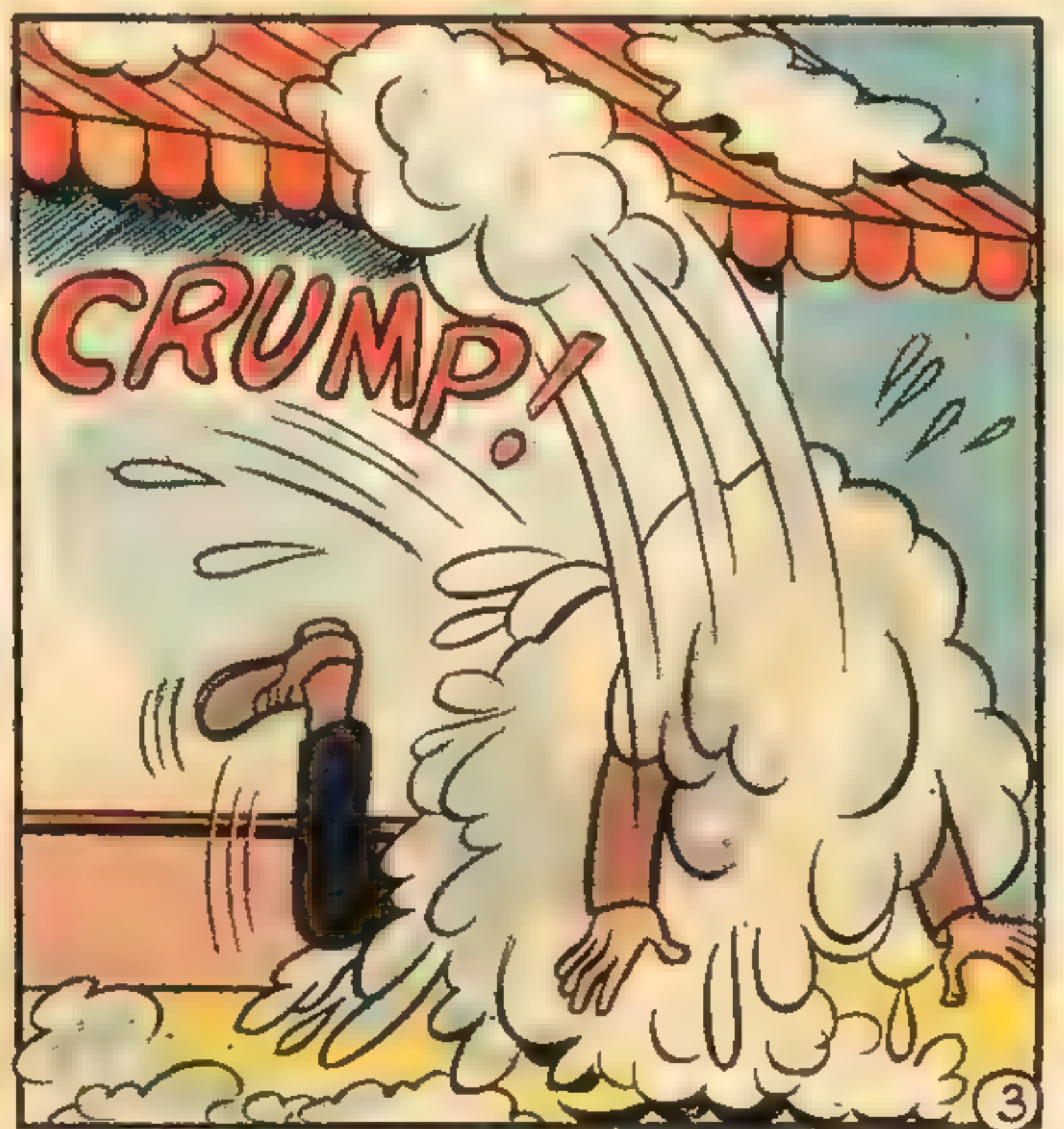
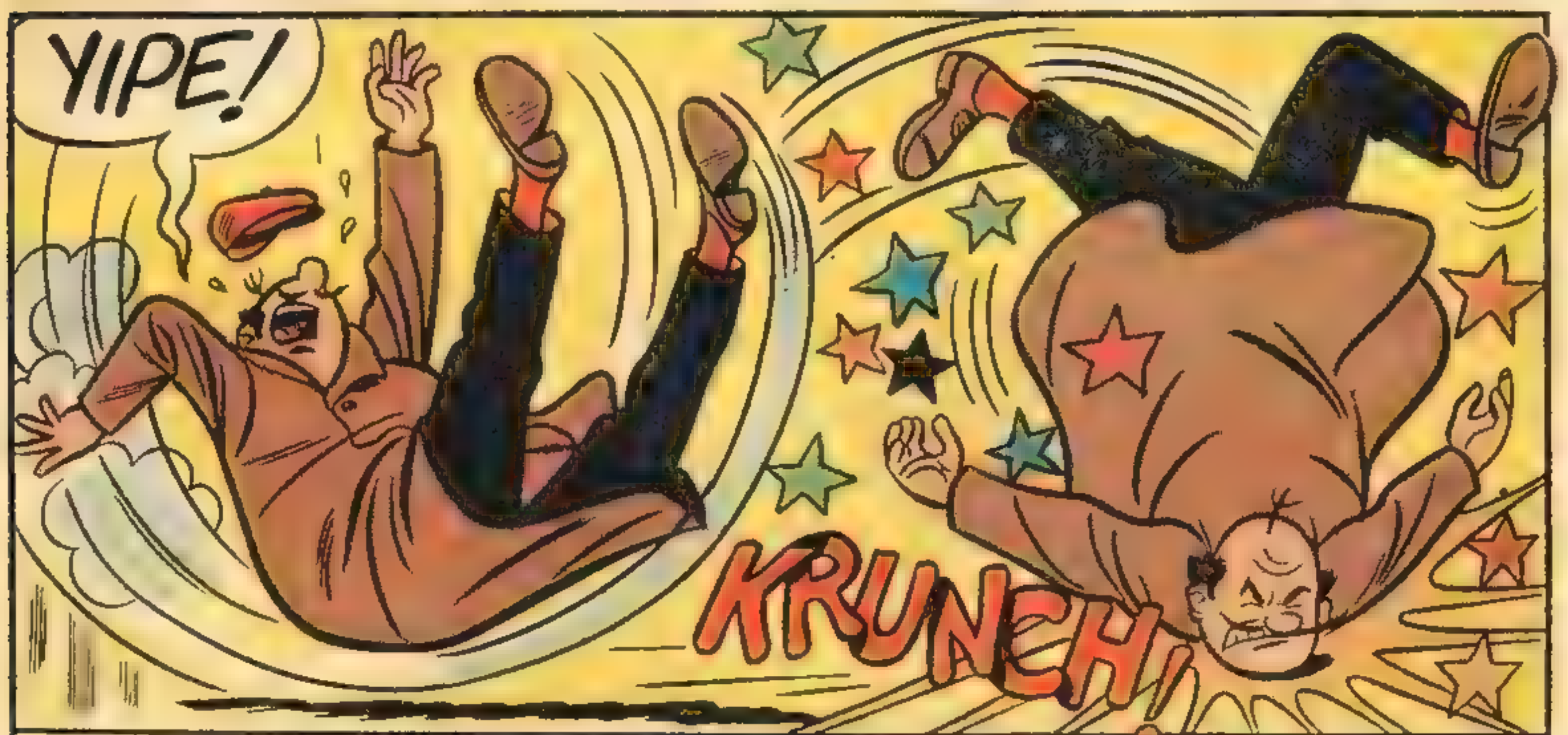
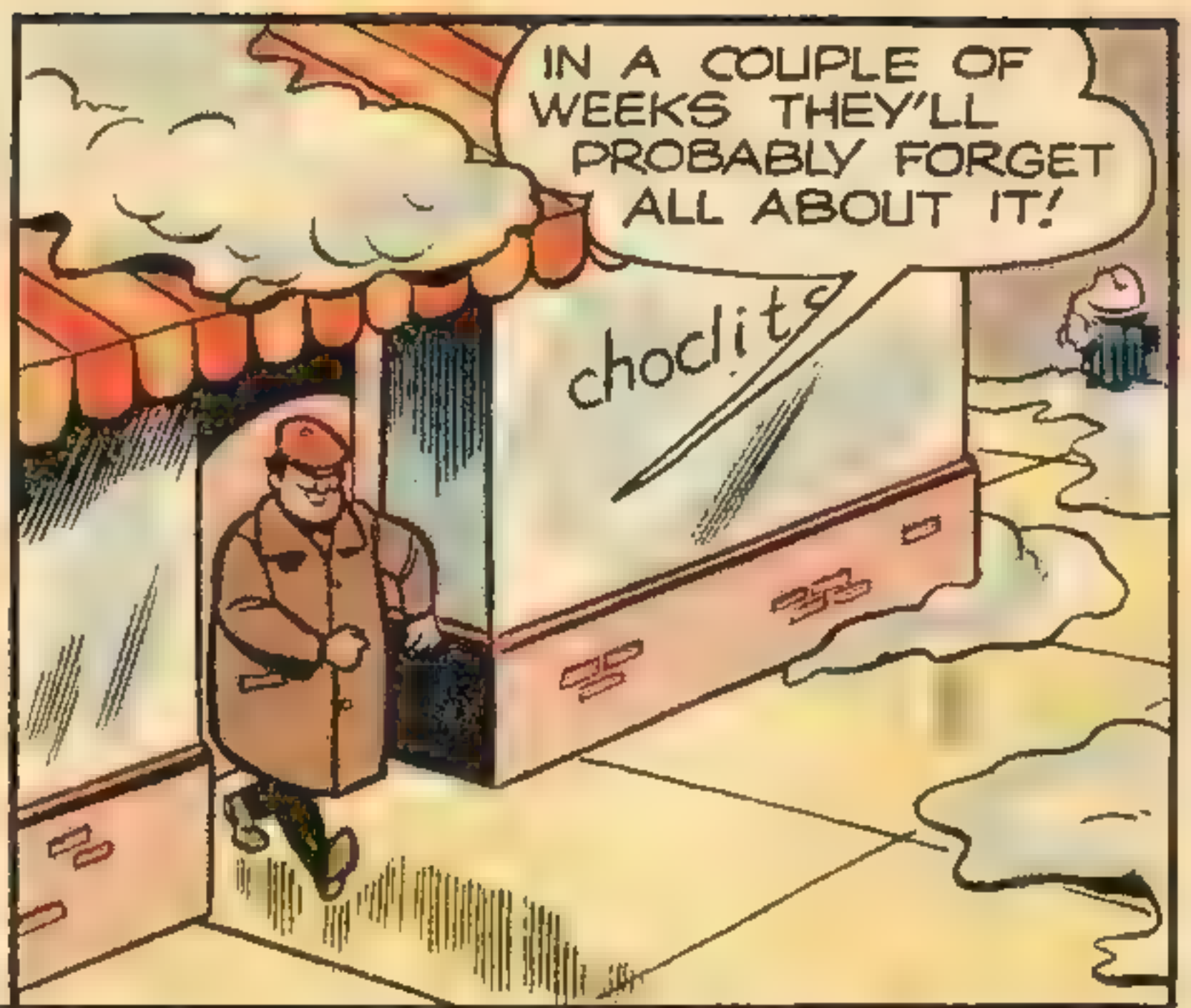
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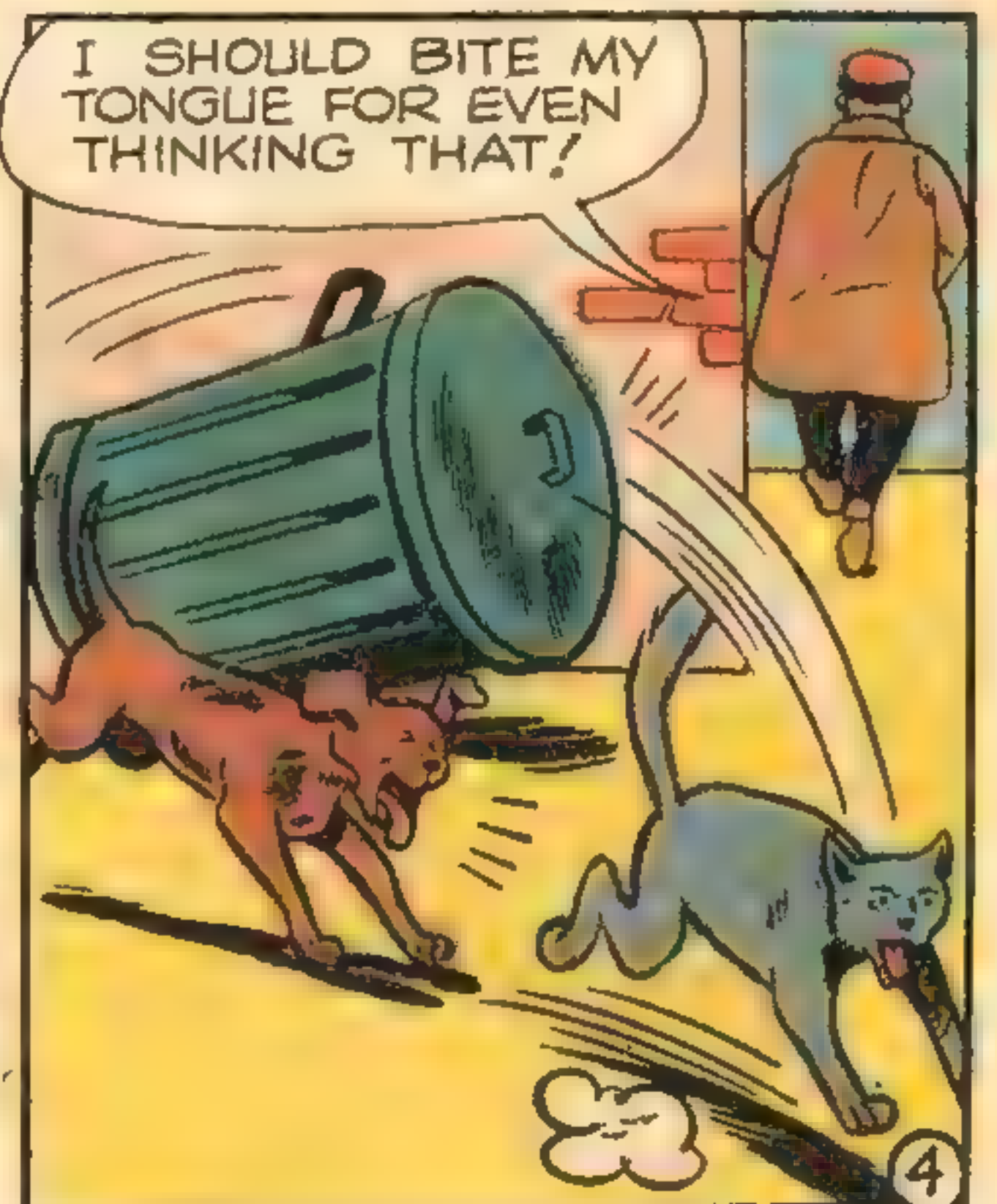
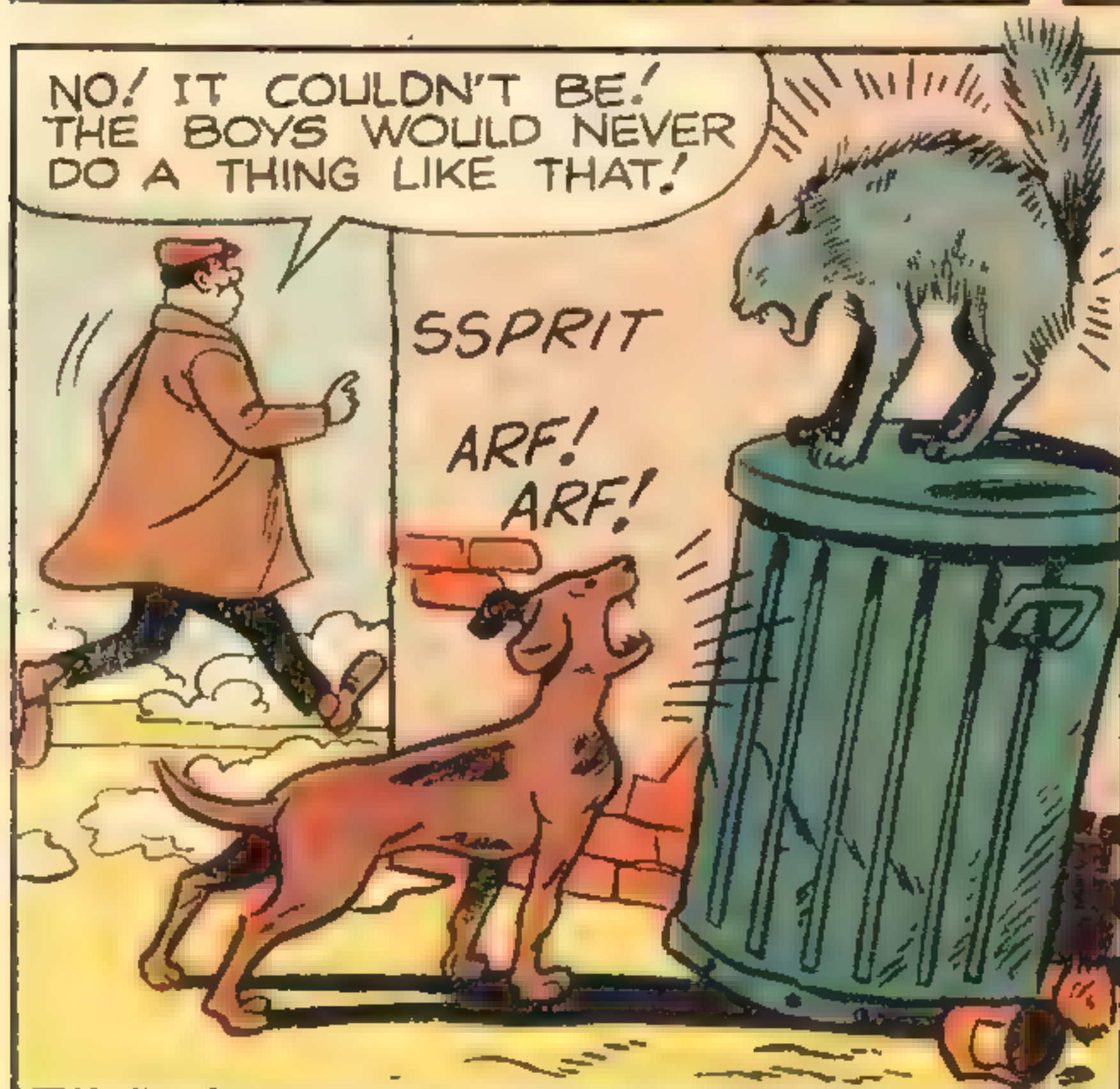
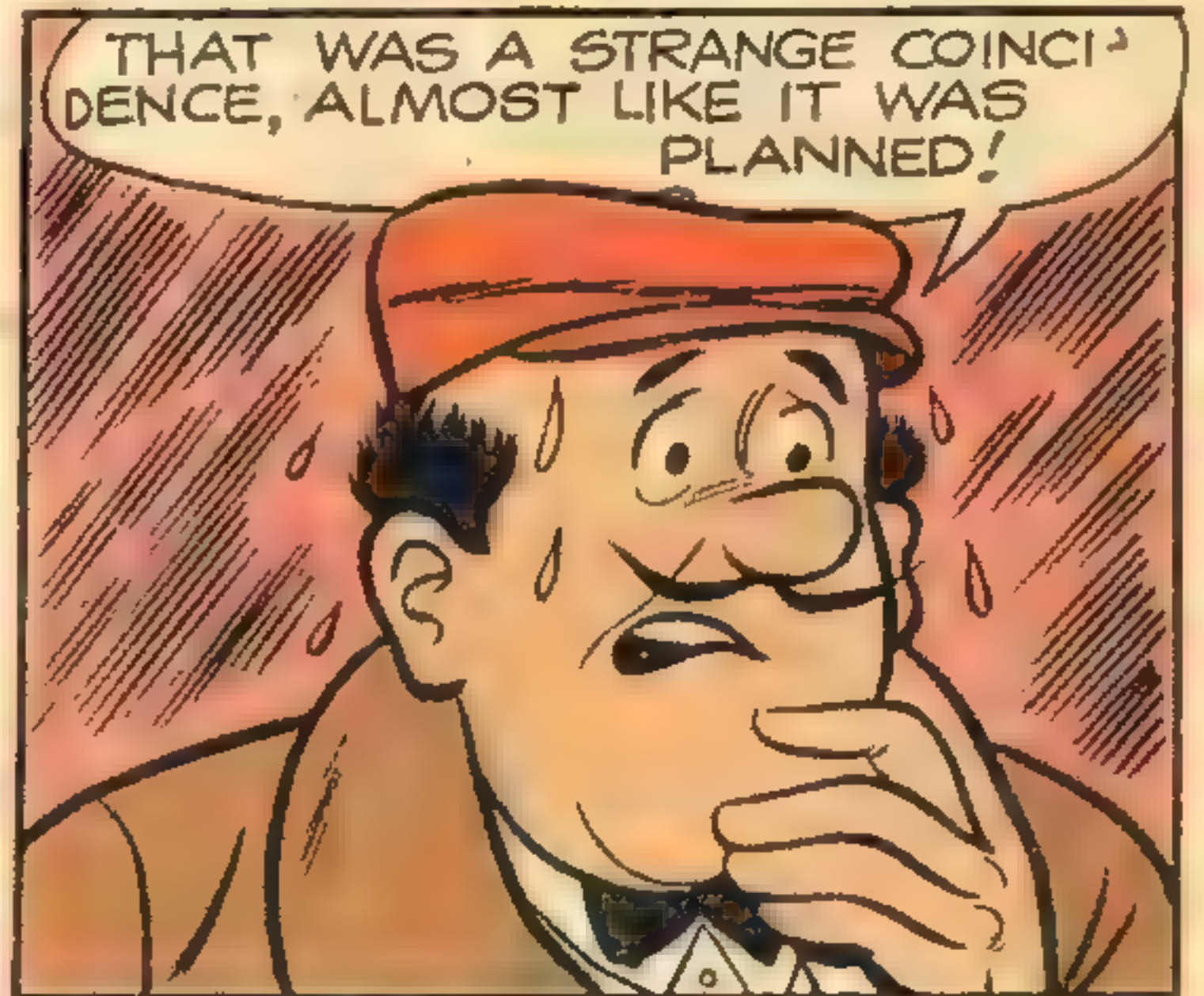
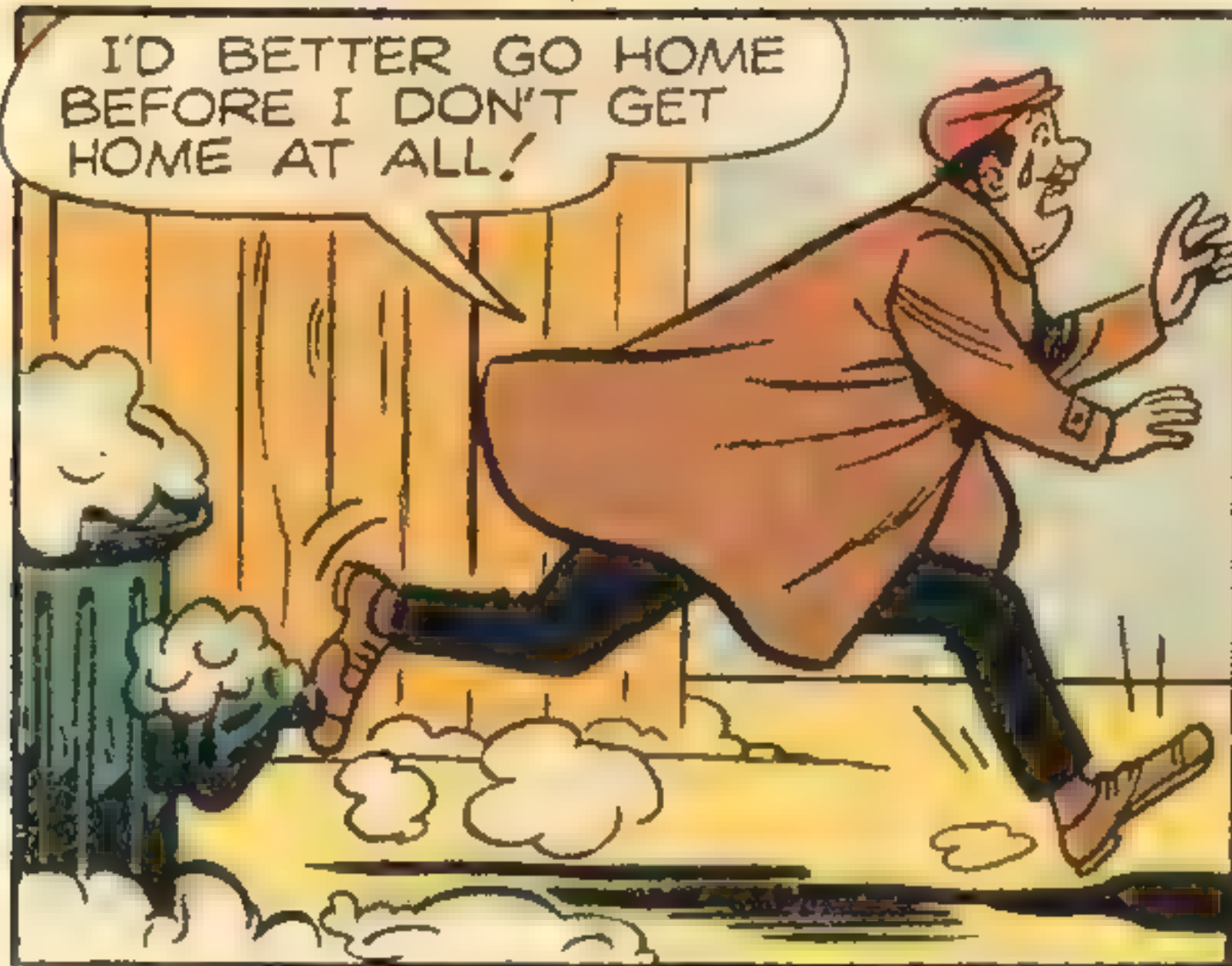
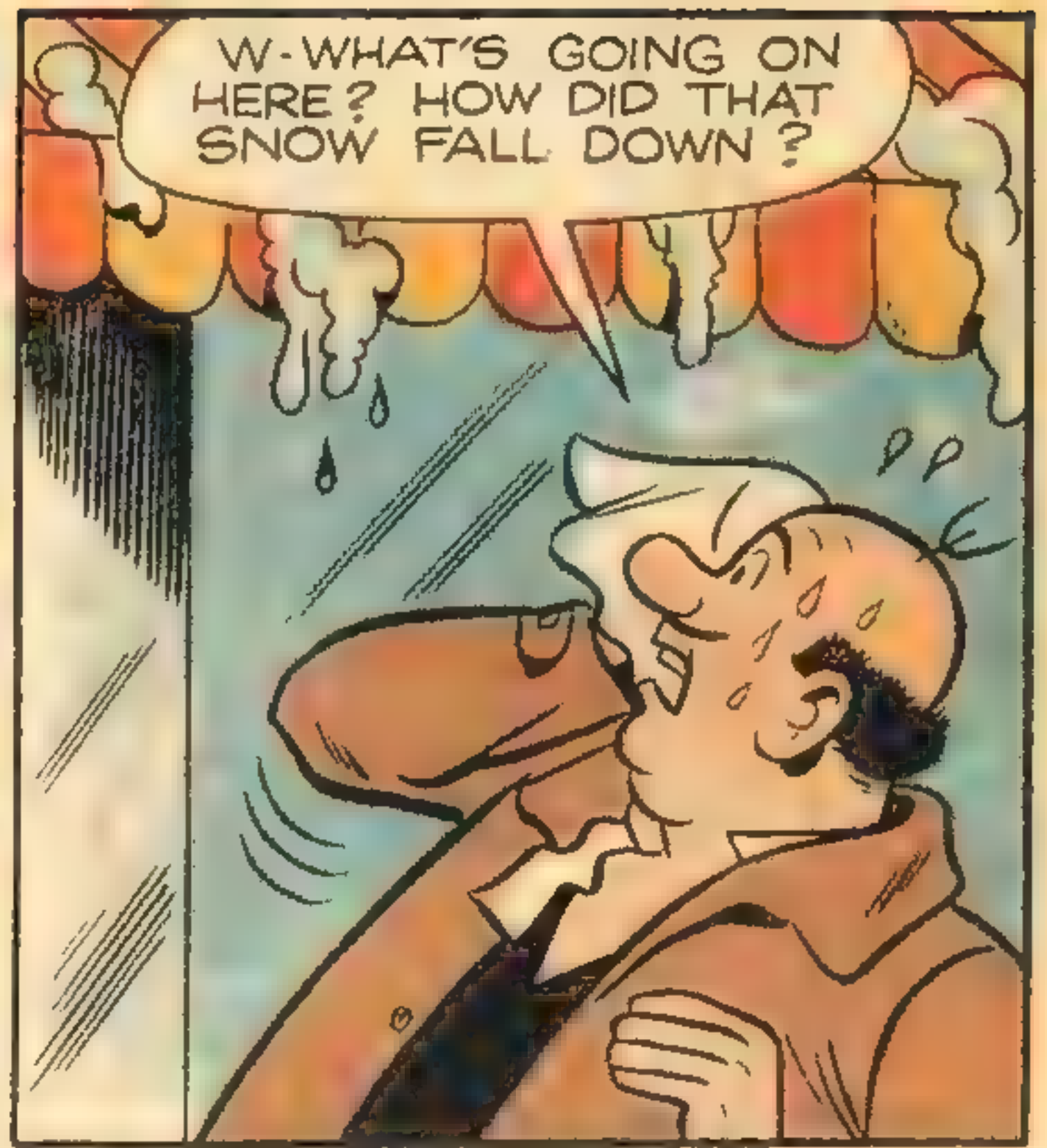
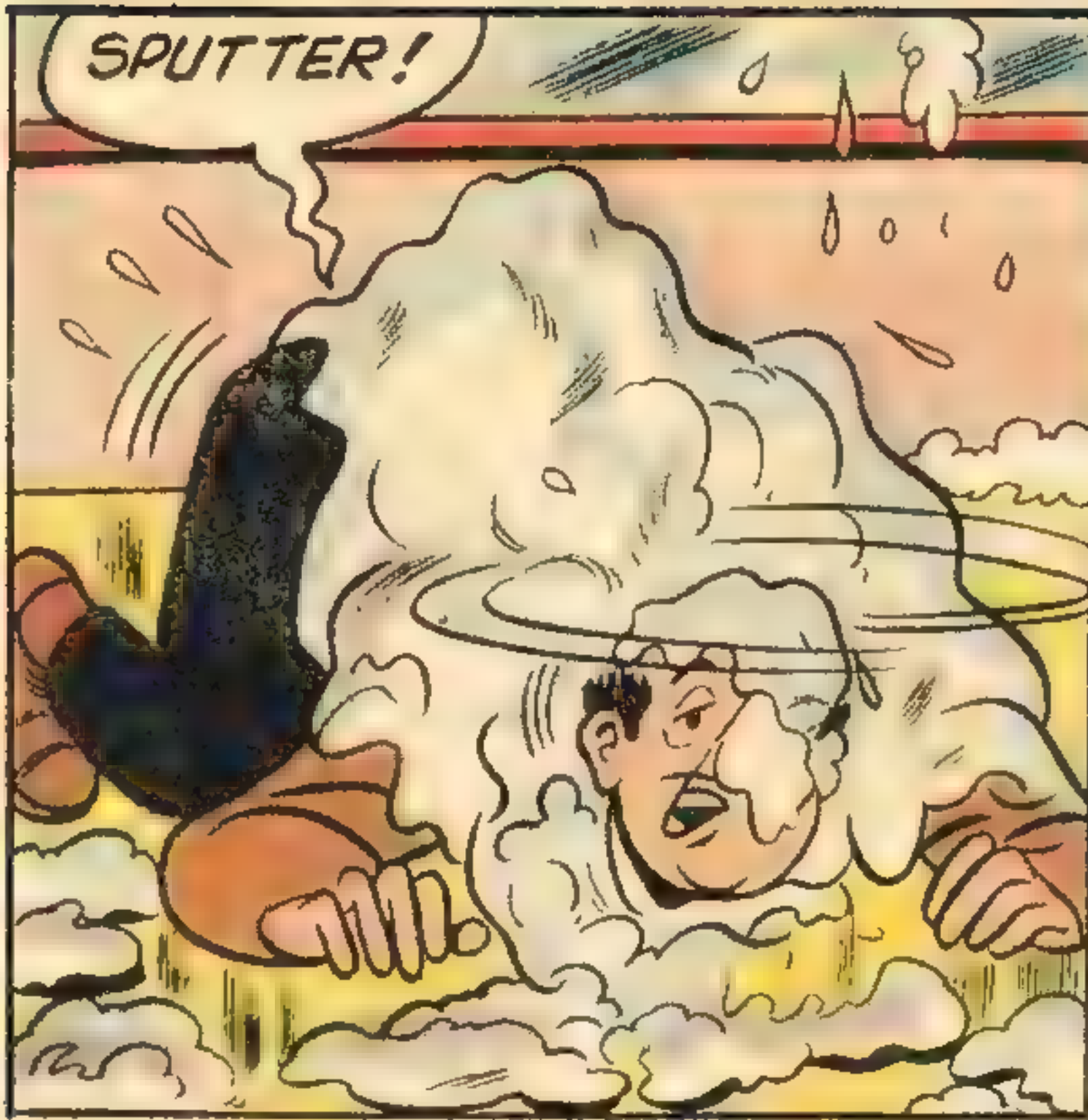
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City _____ State _____

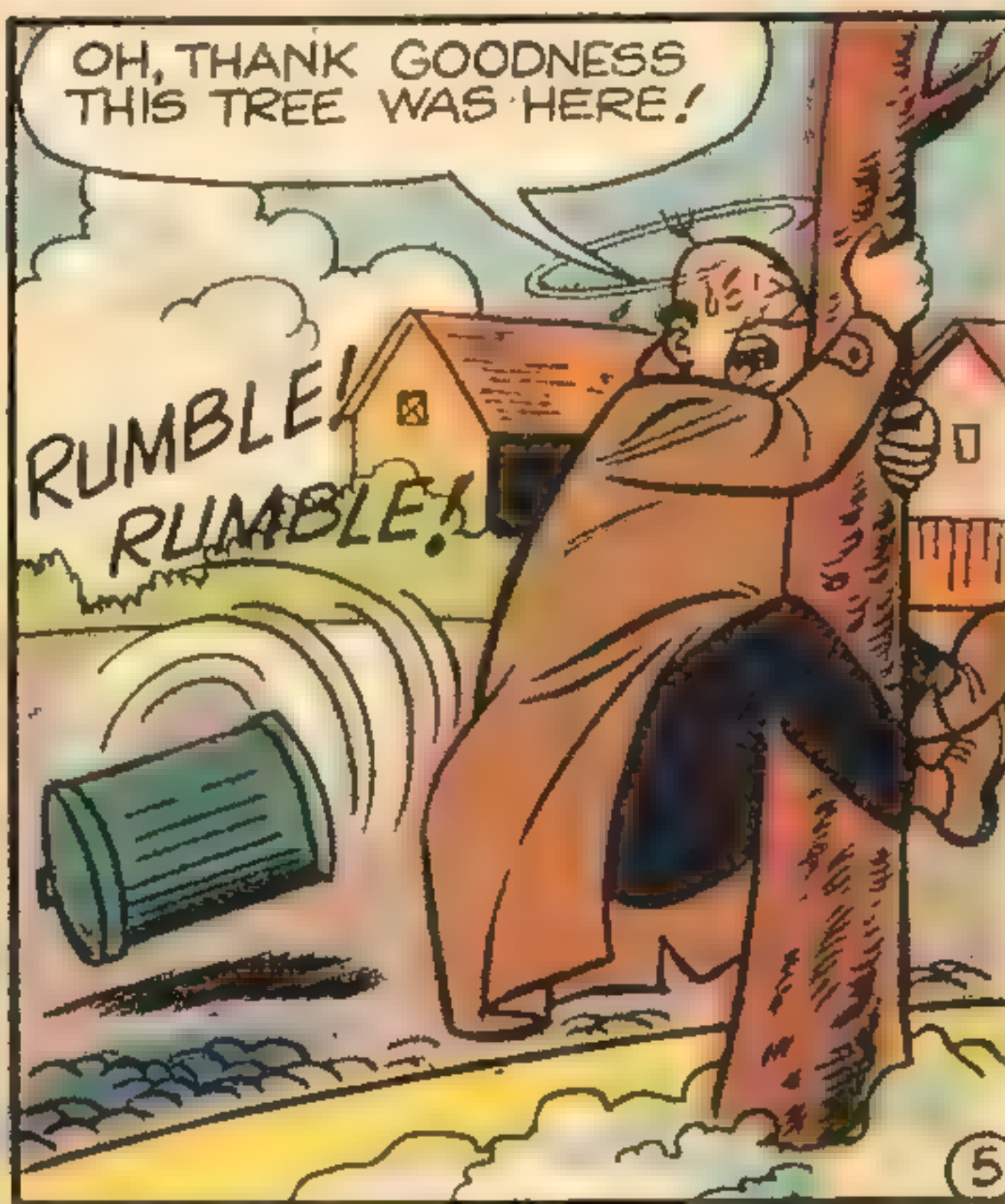
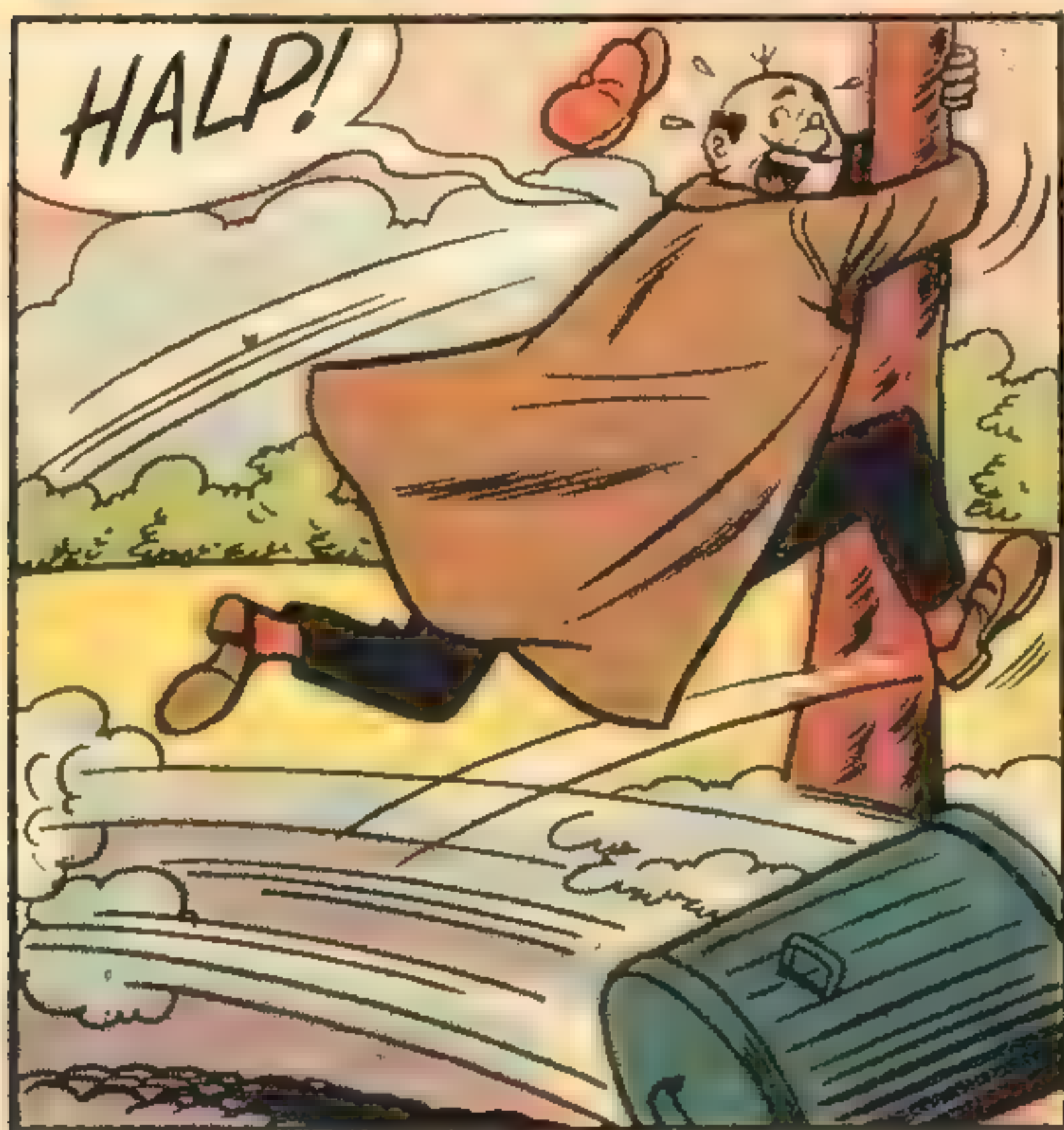
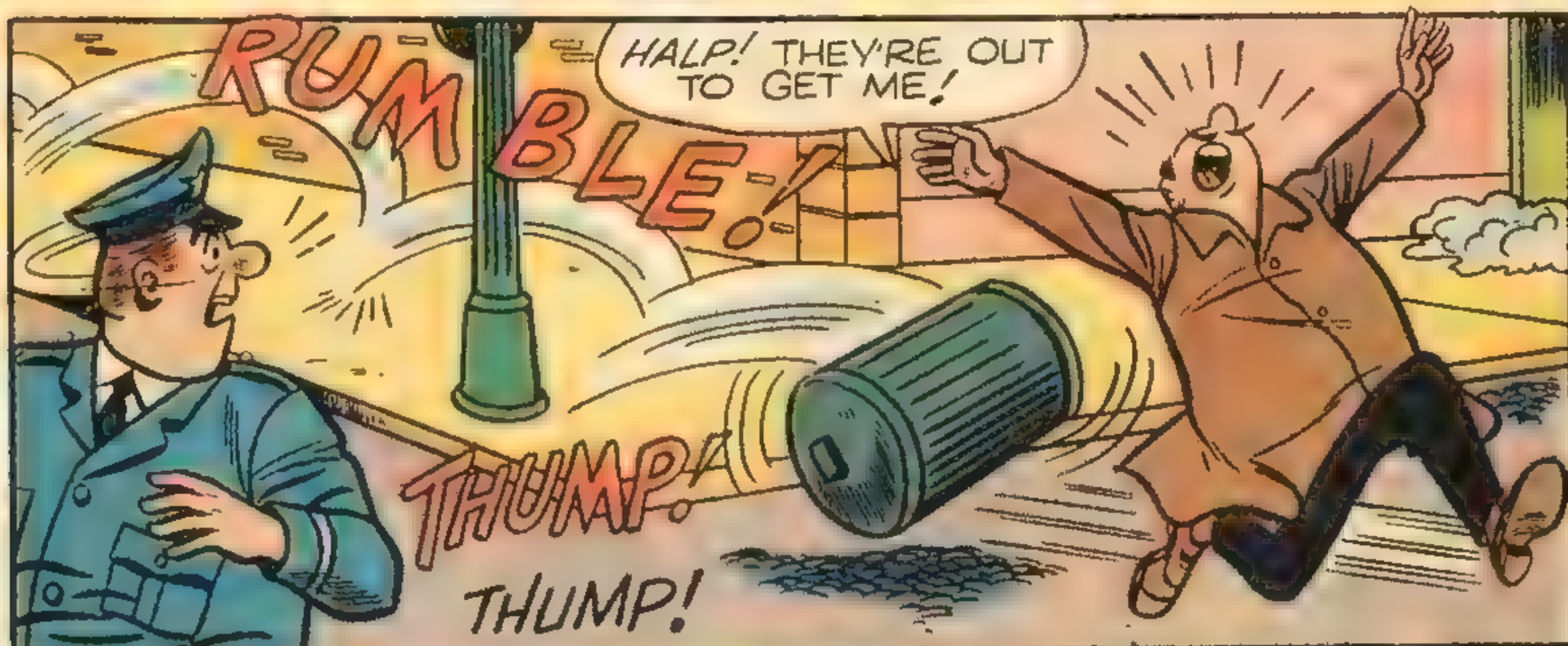
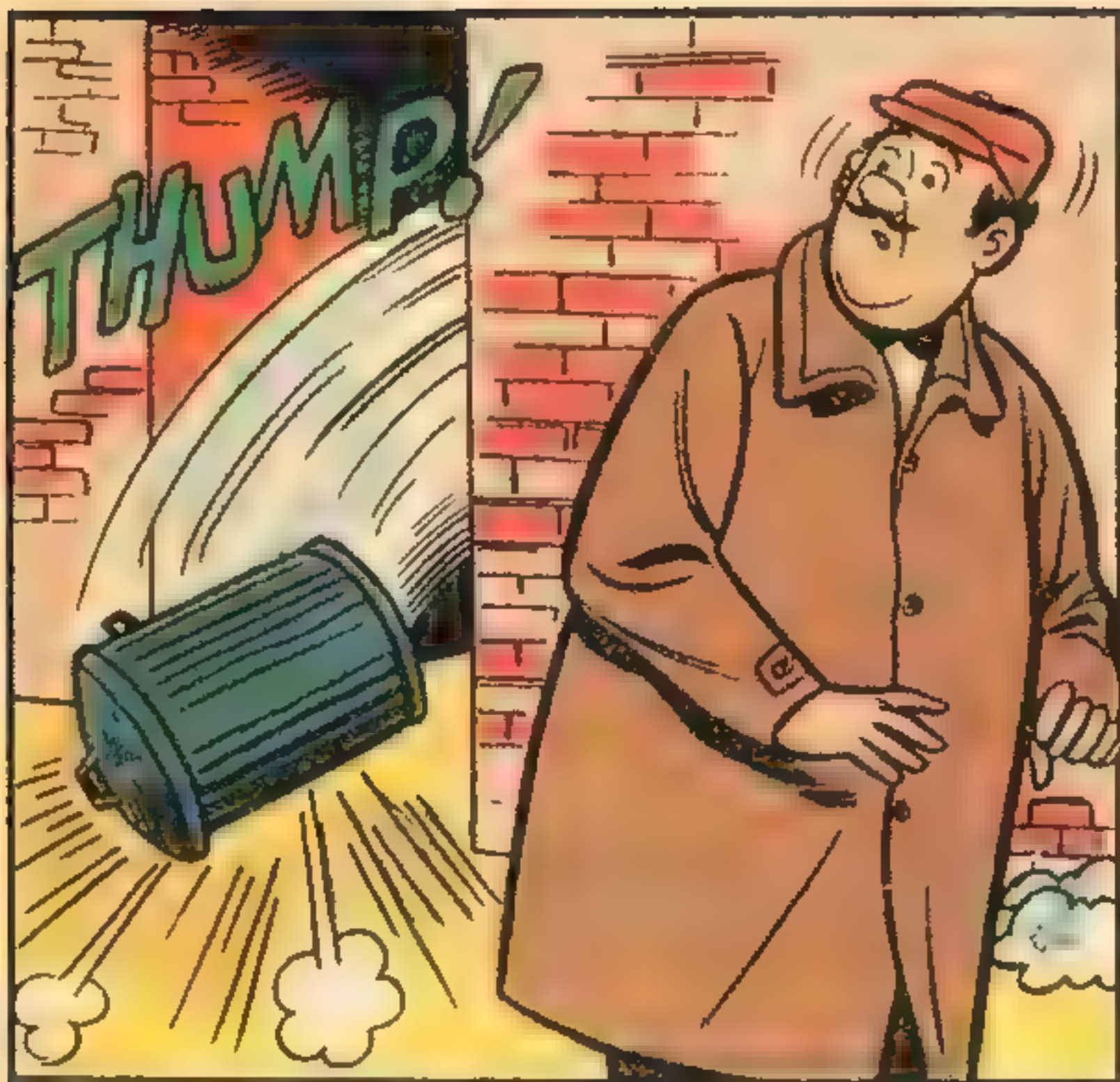
Jughead® "GIVEN THE BUSINESS"

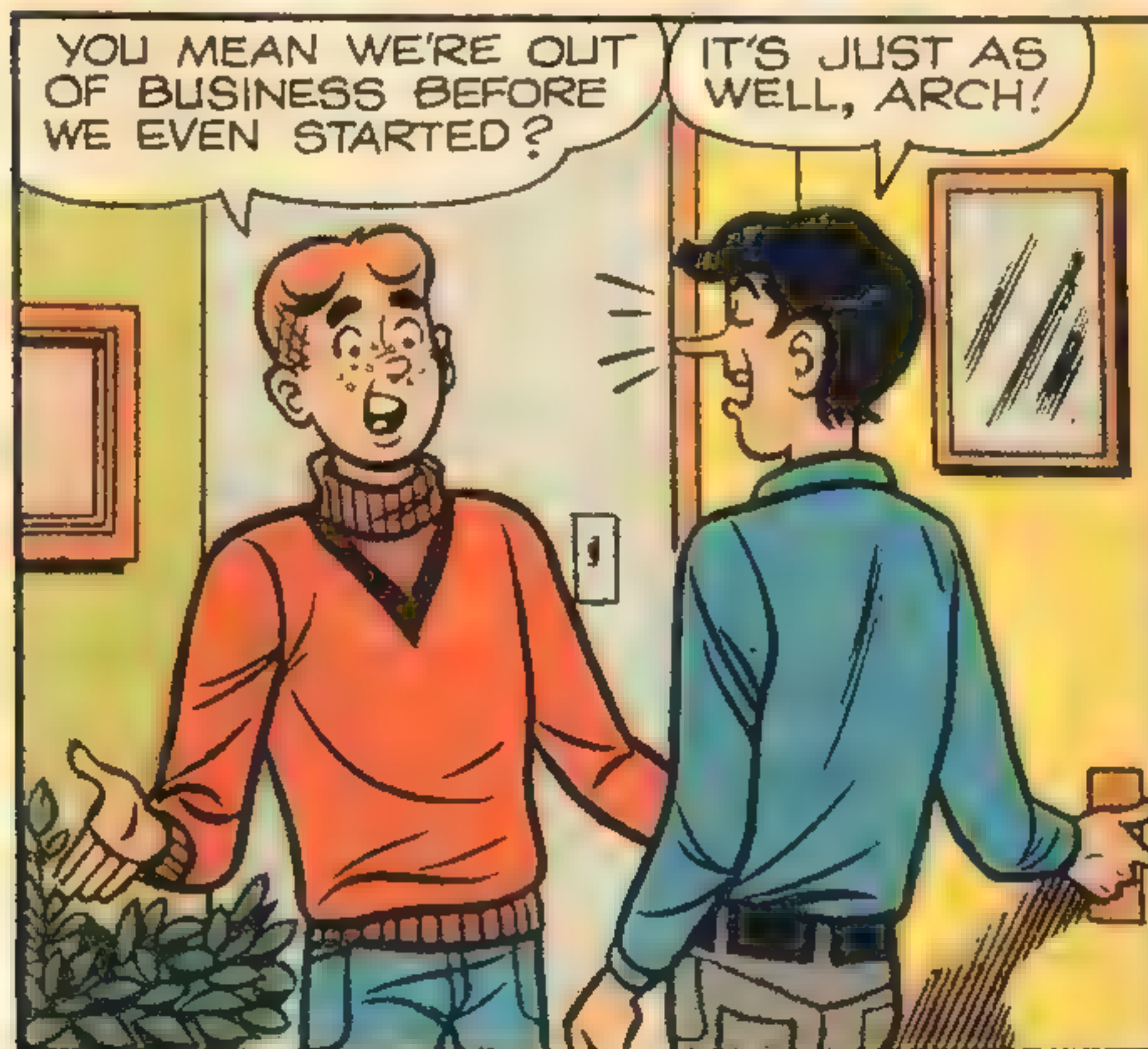
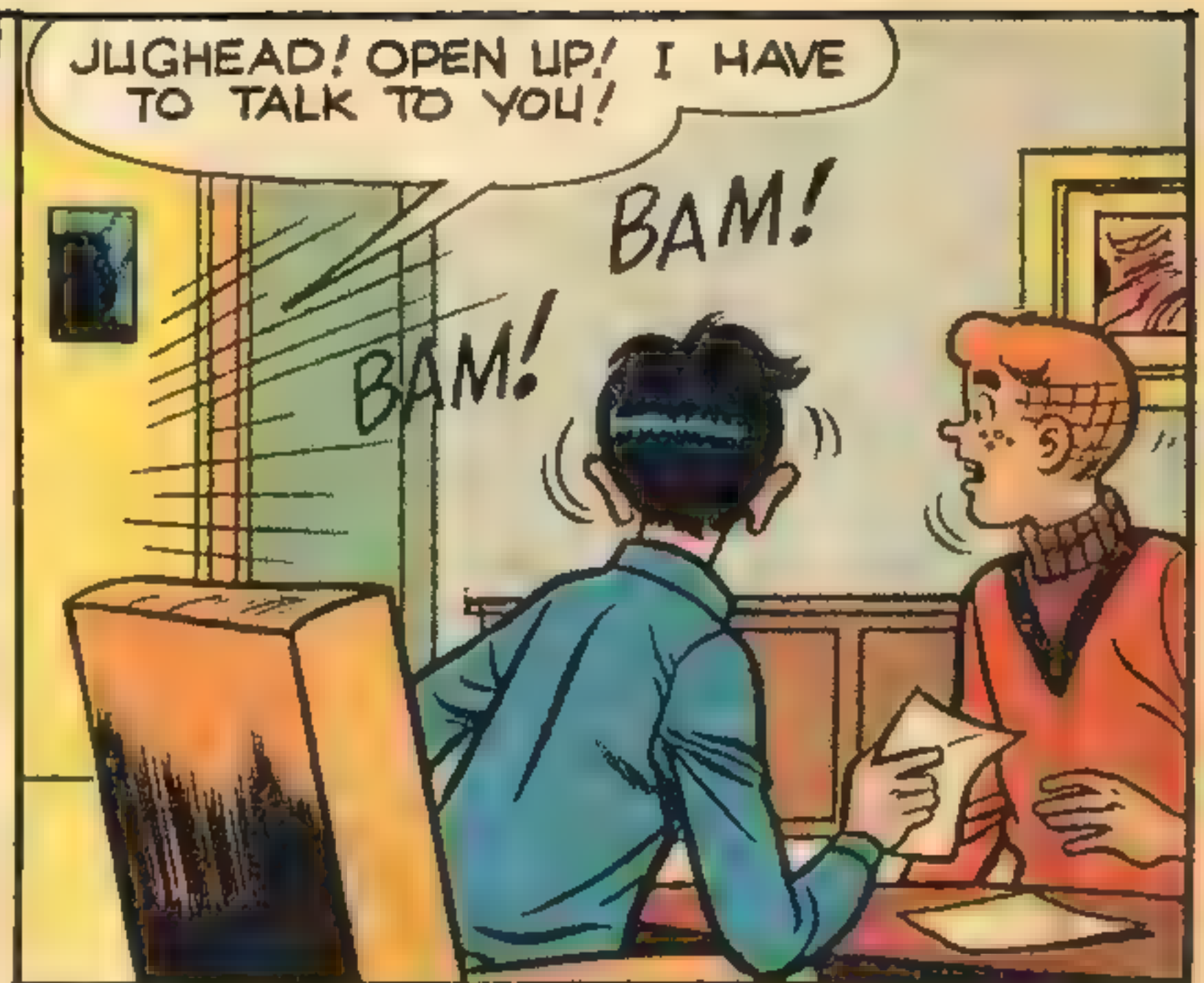












DIG THIS CRAZY OFFER!

WE'LL SEND YOU
A **FREE** COPY OF
ARCHIE'S PALS 'N' GALS
WITH EVERY ONE YEAR
SUBSCRIPTION!

YOU GET FOUR
GIANT SIZE COMICS
PLUS A BIG BONUS
ISSUE ABSOLUTELY
**FREE!...IT'S A
STEAL!**

LIKE FINDING
A QUARTER!
...AND WHO CAN'T
USE AN EXTRA
TWO BITS?

SO GET WITH IT!
FILL OUT THE COUPON!
THIS OFFER IS LIMITED AND
WE DON'T WANT YOU TO MISS
OUT ON OUR GIFT TO YOU!
DON'T DELAY!...ACT **NOW!**

SEND TO **ARCHIE'S PALS 'N' GALS 5 FOR 4**
1114 FIRST AVENUE
NEW YORK, N.Y. 10021

ENCLOSED PLEASE FIND ONE DOLLAR
FOR THE NEXT FOUR ISSUES OF
ARCHIE'S PALS 'N' GALS
PLUS A FREE BONUS ISSUE!

NAME _____ AGE _____
(PLEASE PRINT)

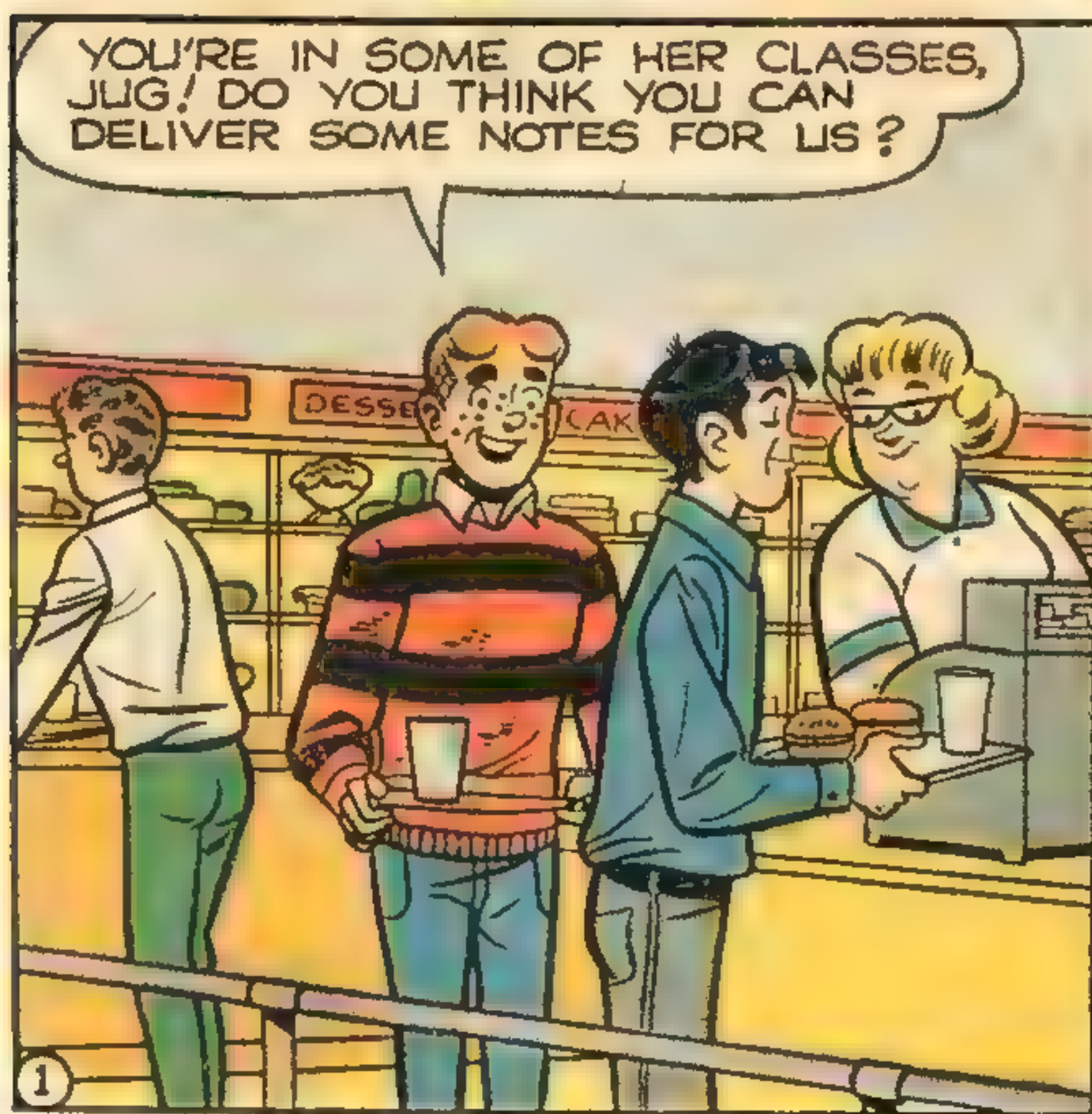
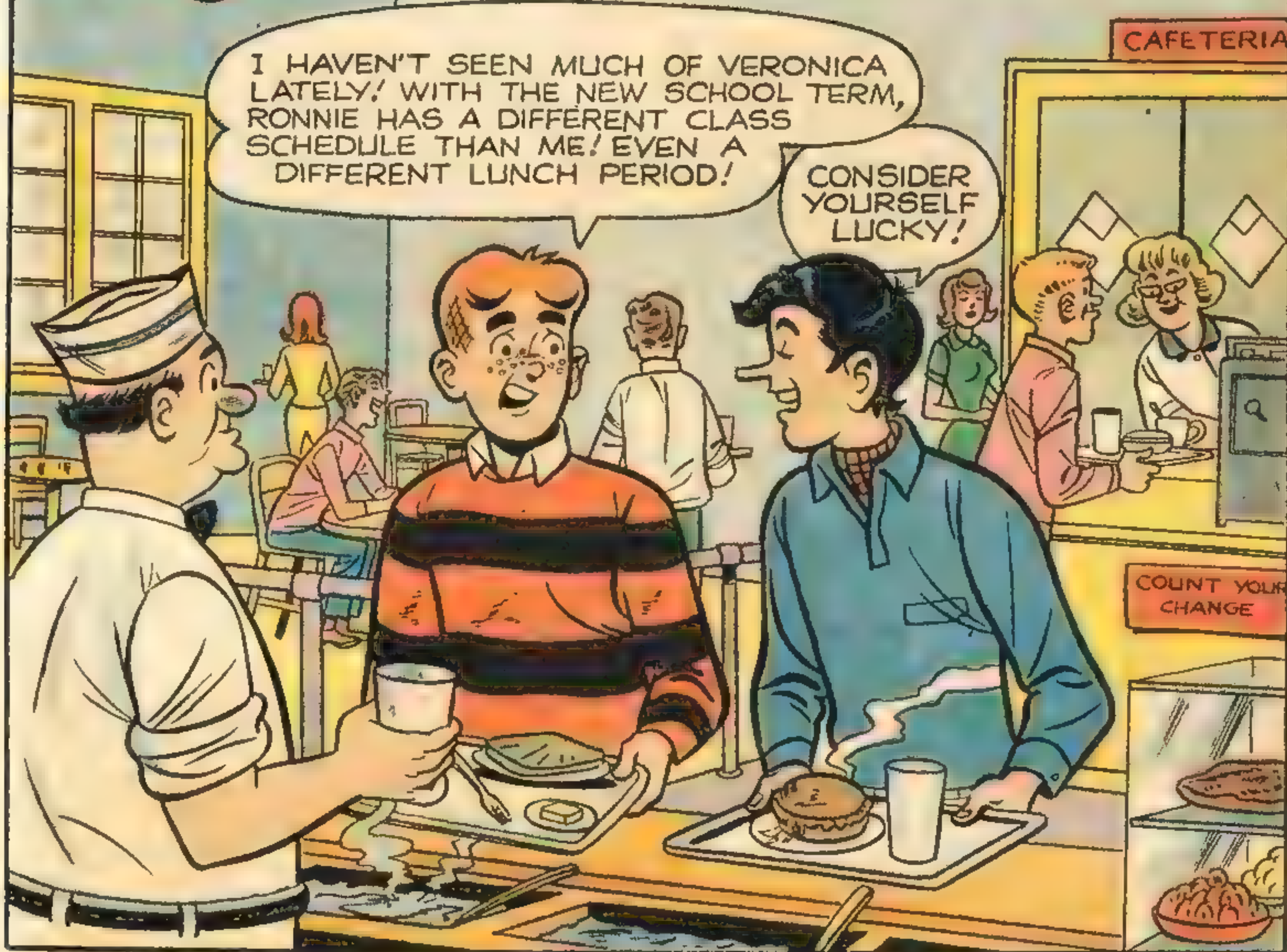
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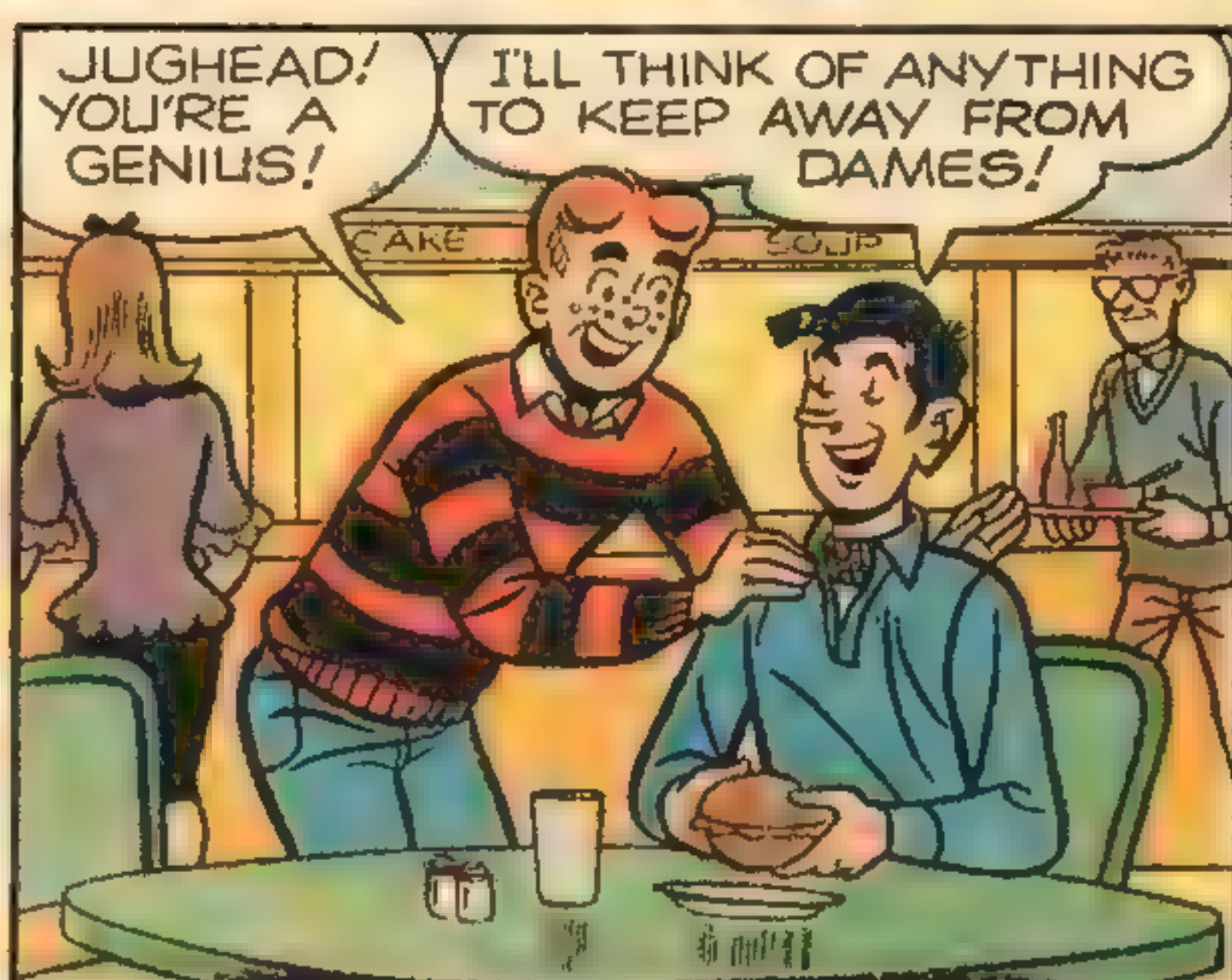
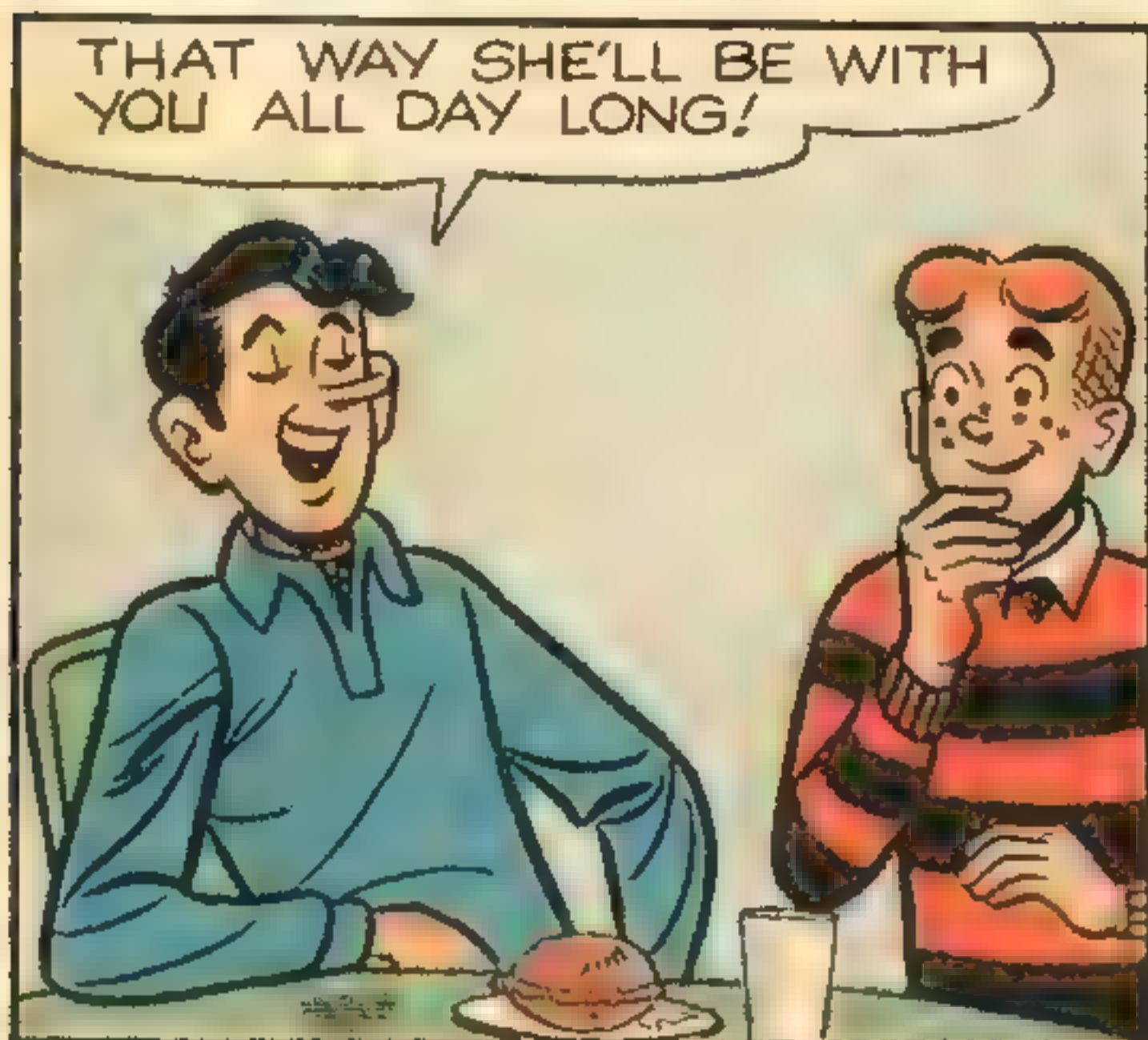
CITY _____ STATE _____ ZIP _____

**BUY 4!
GET
5!**

Jughead

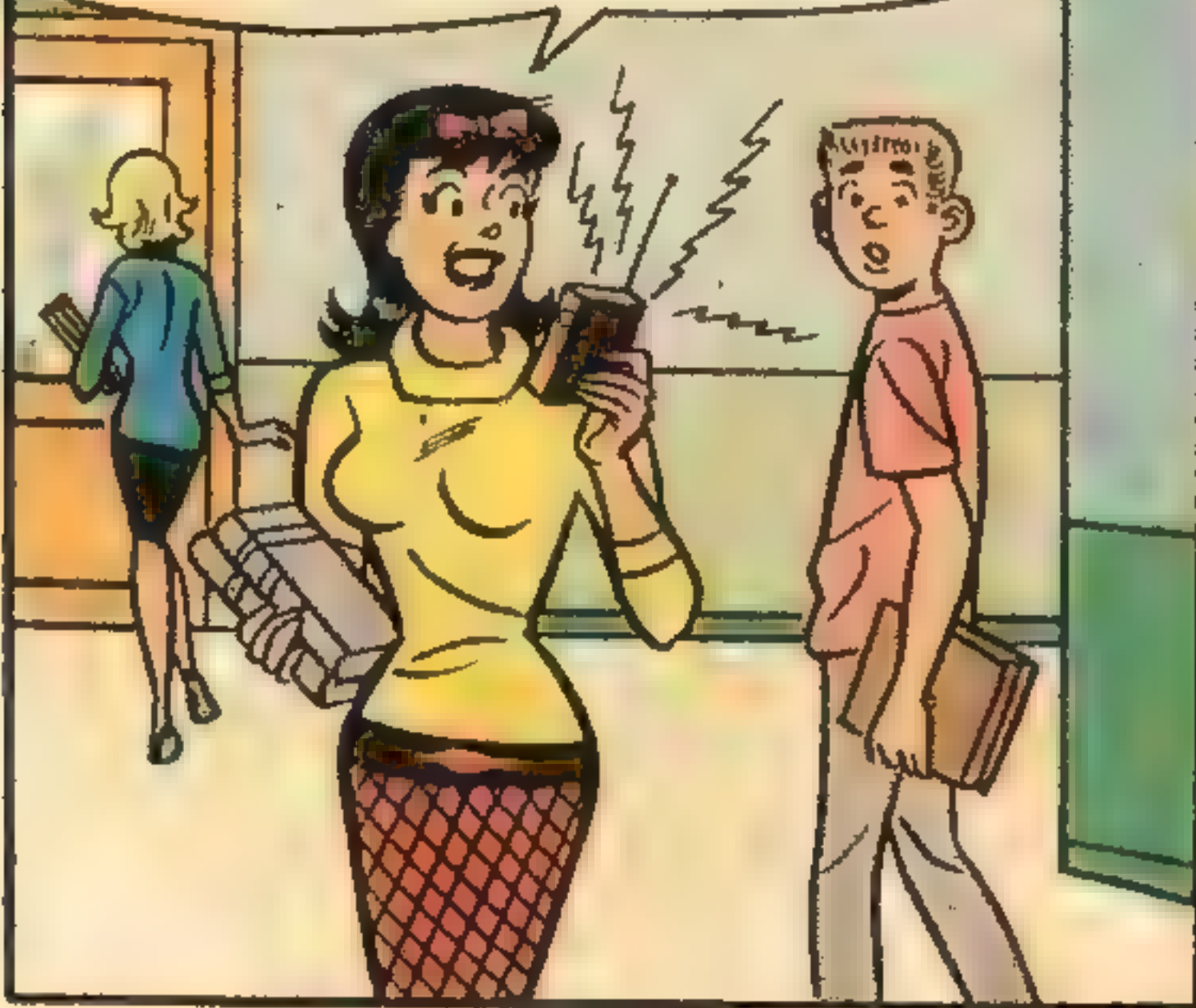
pp **OVER AND OUT** 99





THAT AFTERNOON

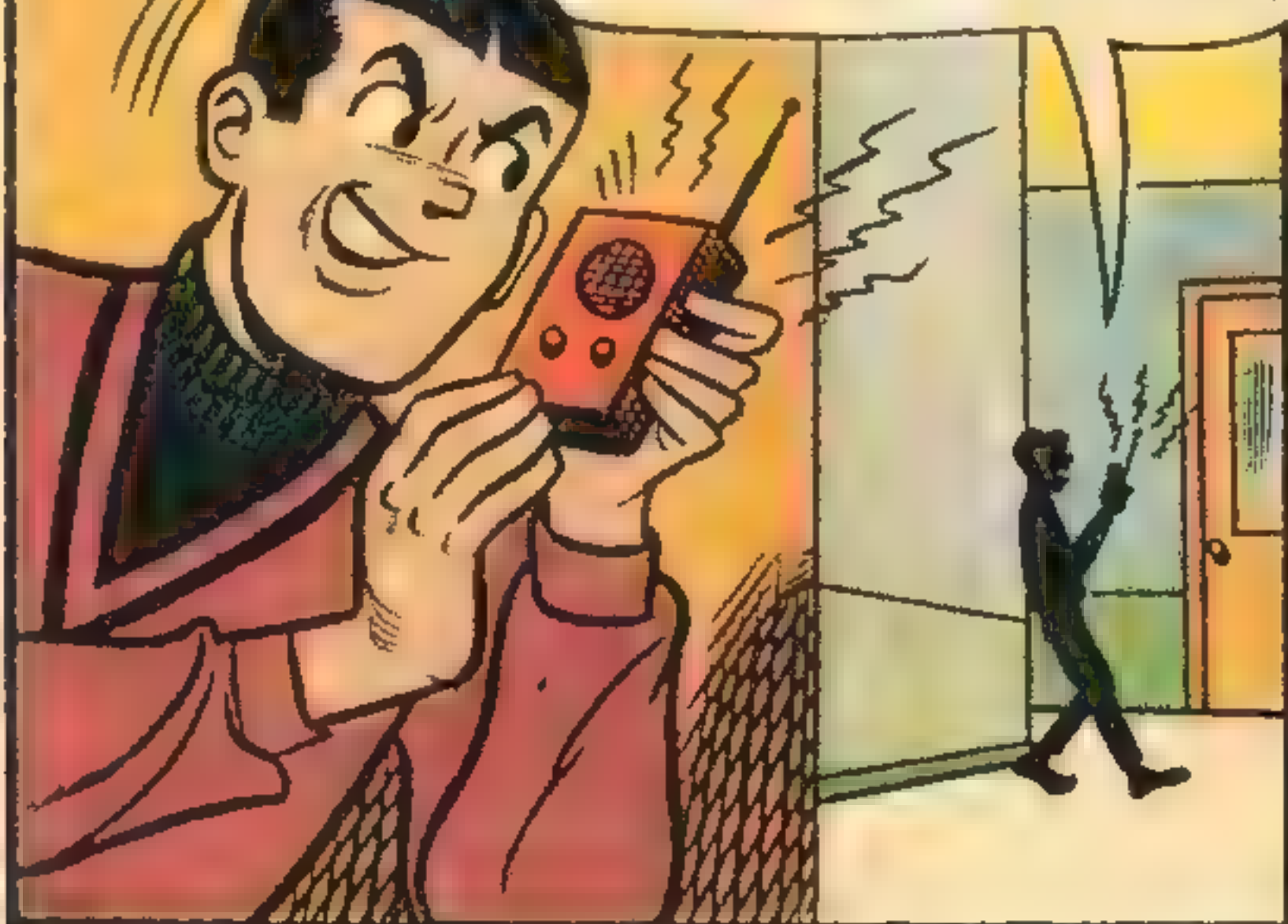
ARCHIEKINS! I'M GOING TO MY STUDY PERIOD NOW! DO YOU MISS ME VERY MUCH?



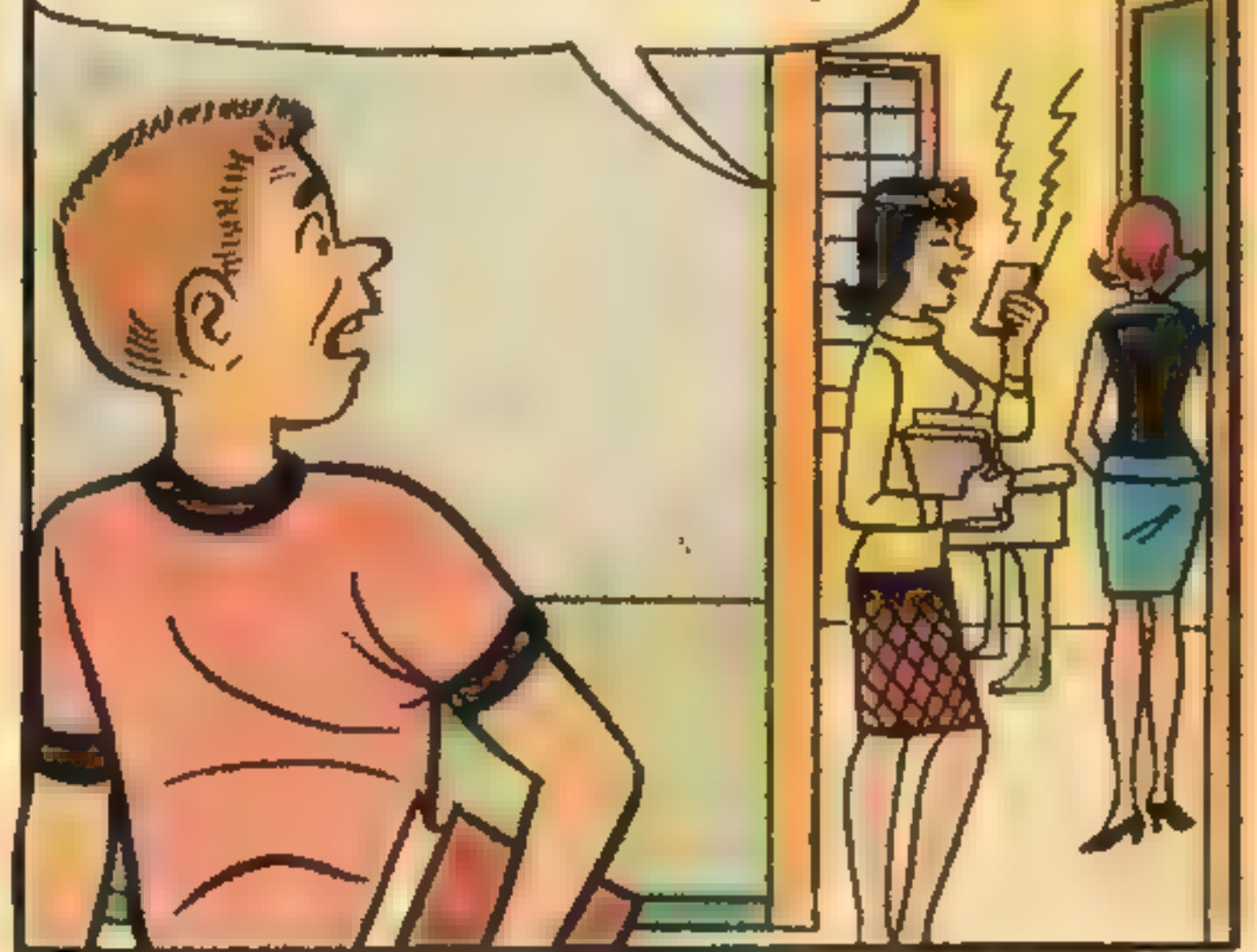
OH, I DO, RONNIE, BABY! BUT THANKS TO JUGHEAD! HE'S BROUGHT US BACK TOGETHER AGAIN!



WHAT DO YOU SAY WE GO ROWBOATING ON SWAN-LAKE AFTER SCHOOL!



YOU HAVE YOURSELF A DATE, ARCHIEKINS! BYE NOW! I HAVE TO GO IN MY CLASS NOW! (SMACK)

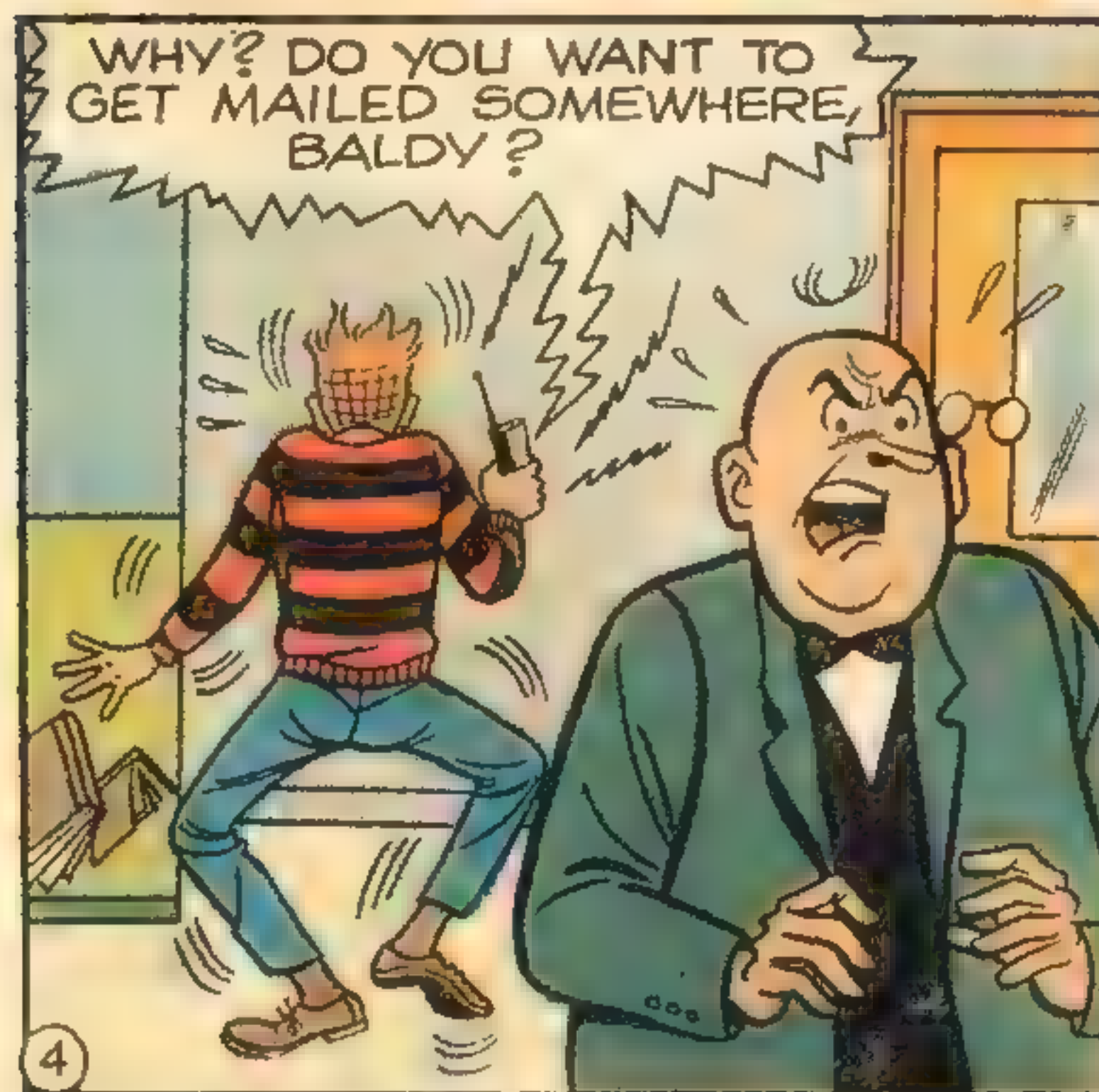
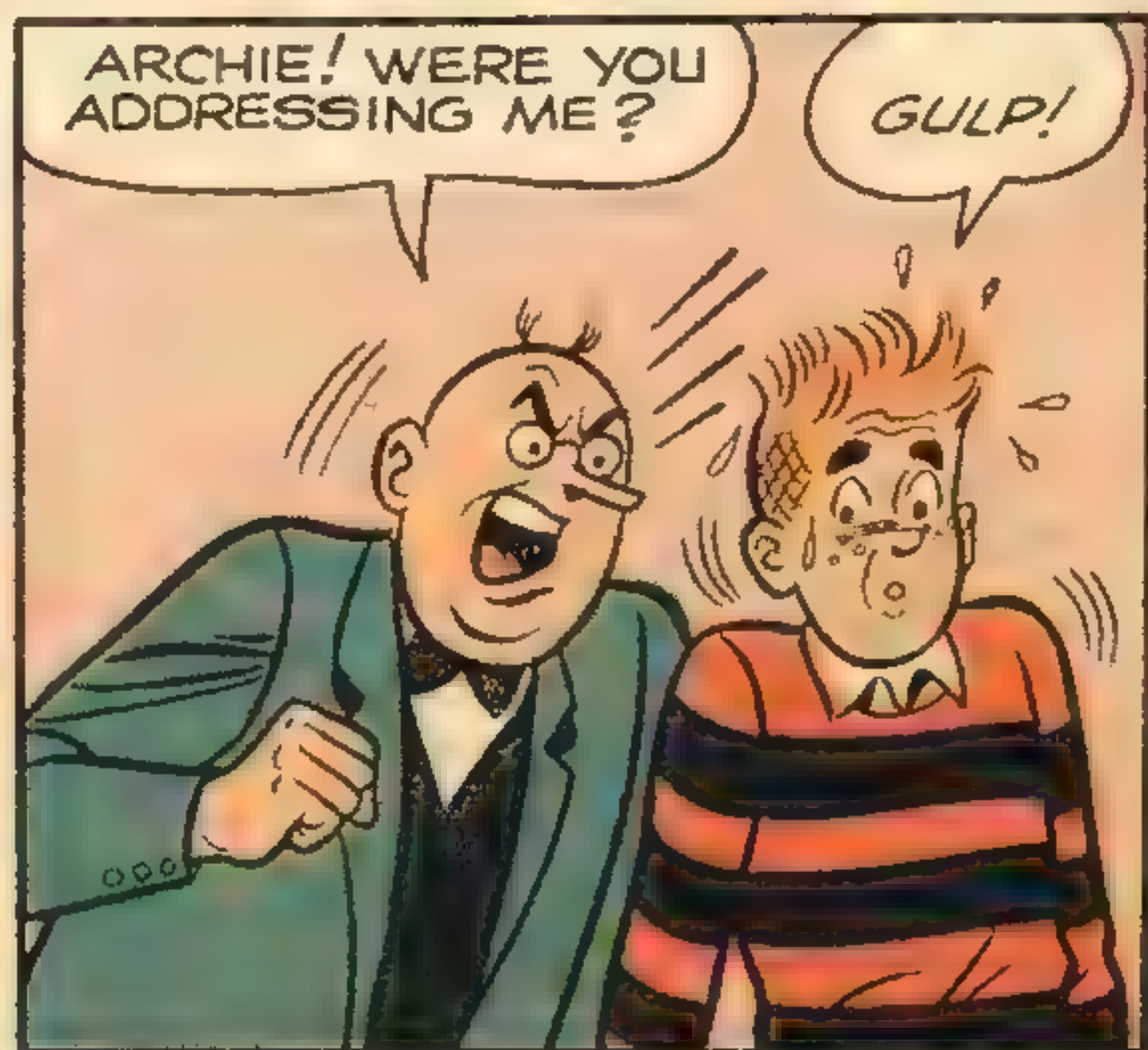
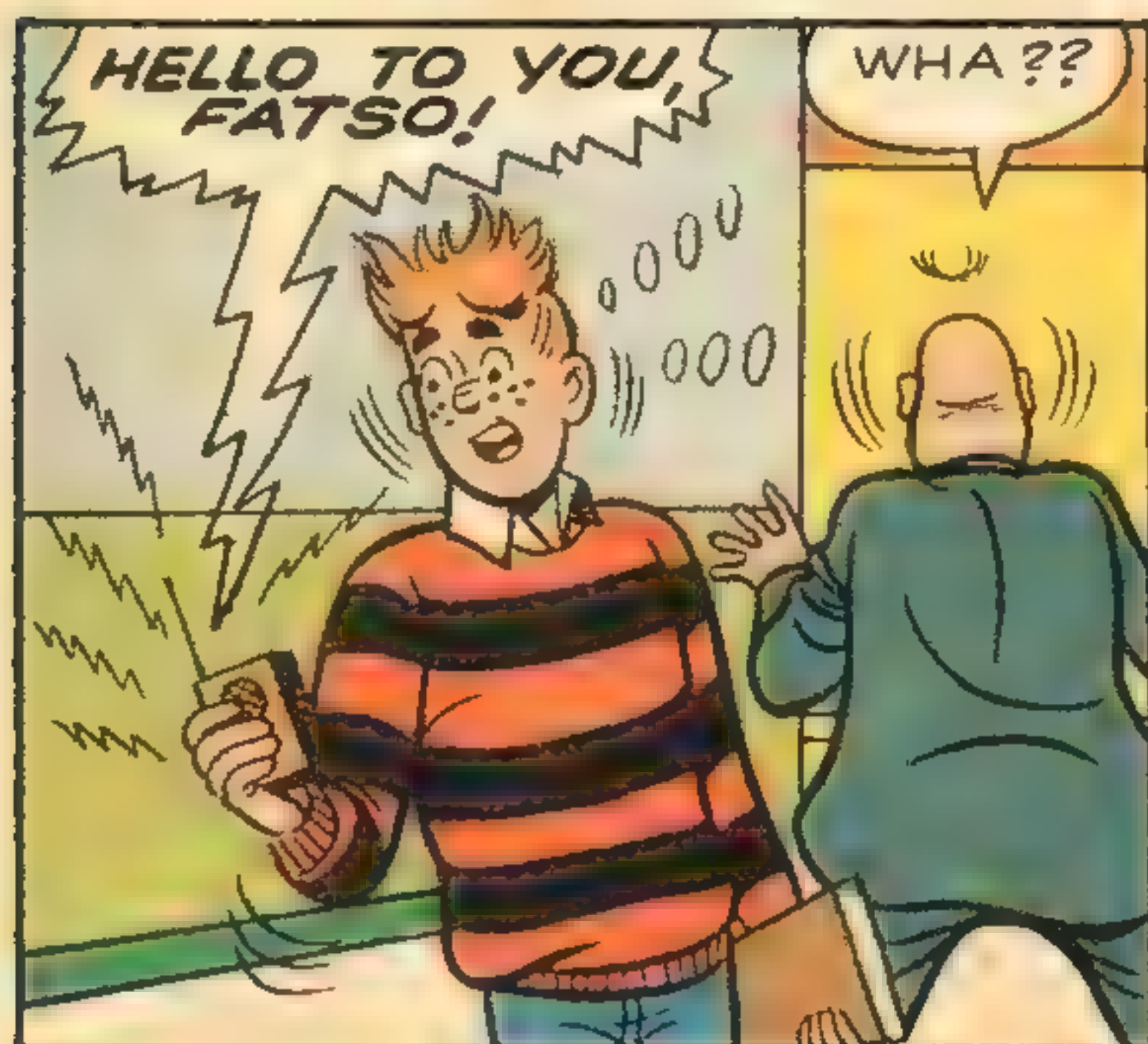
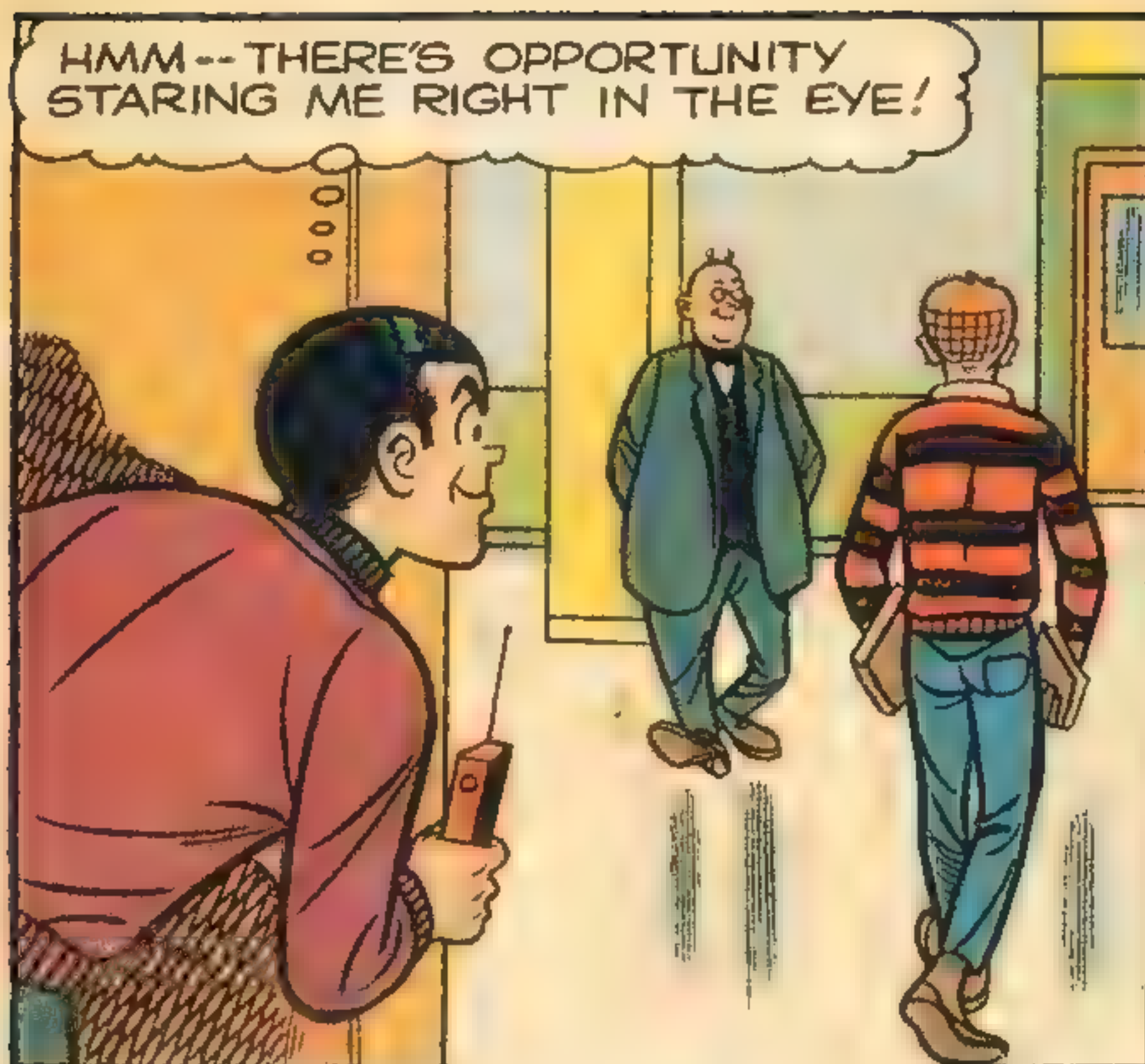


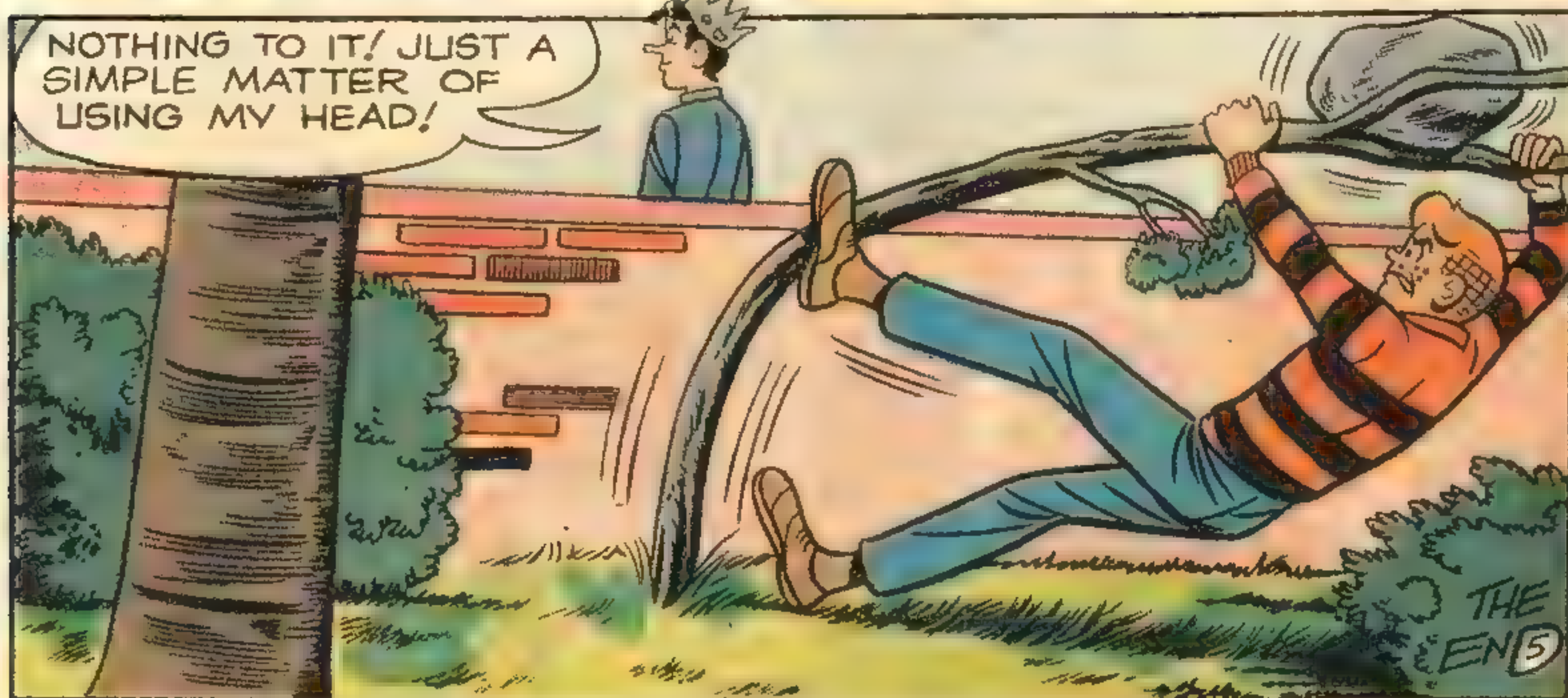
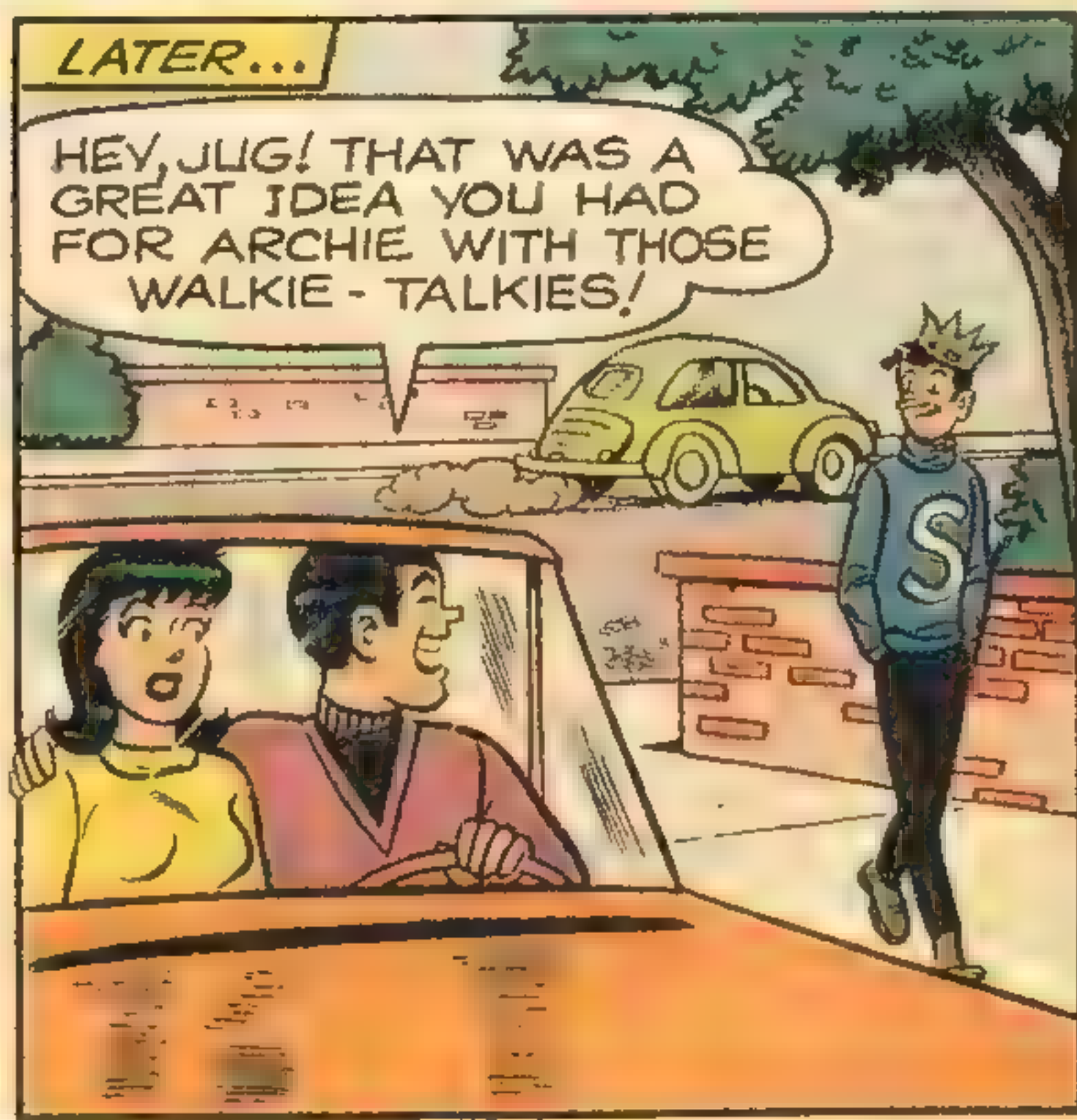
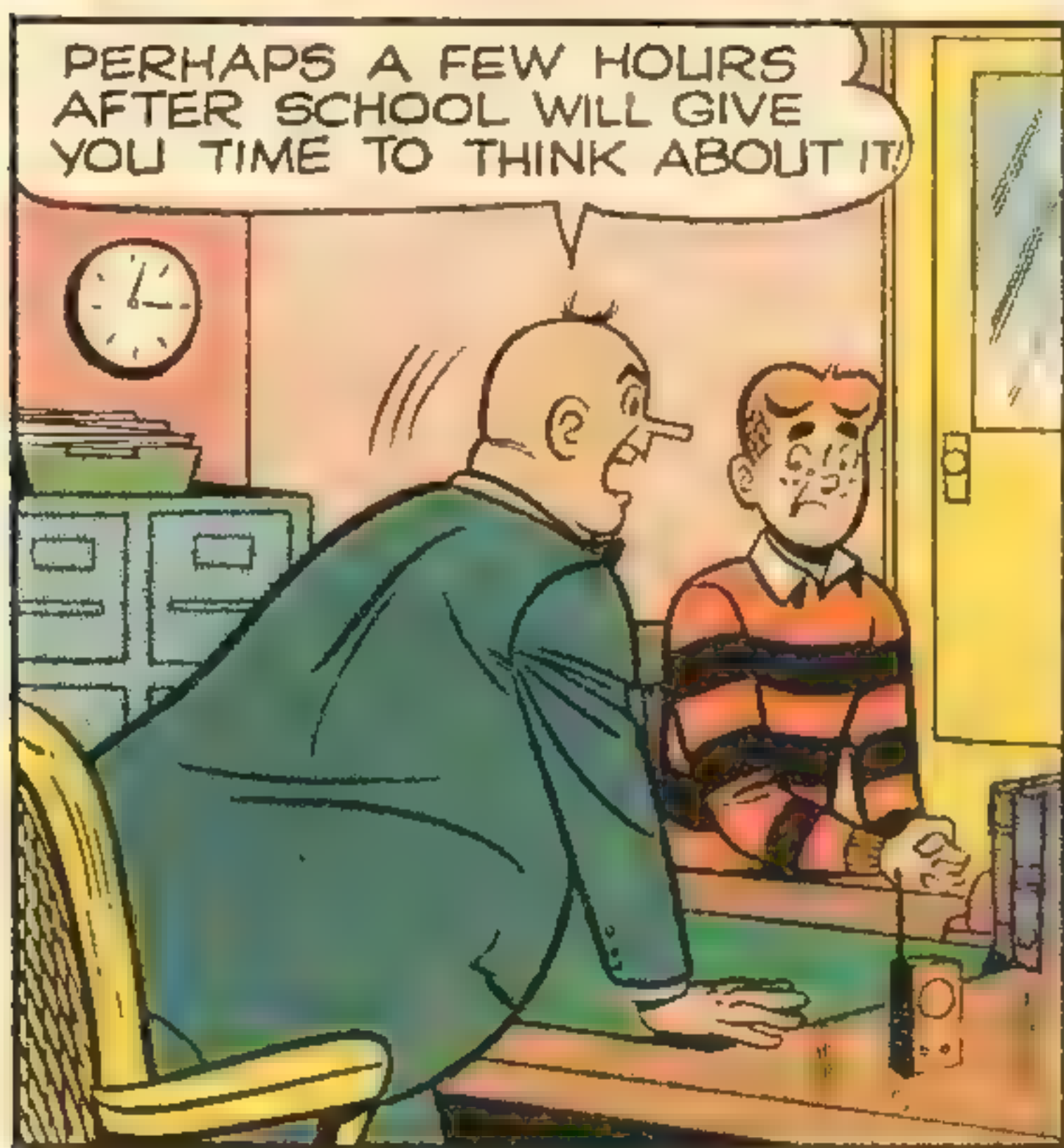
SO! HE'S GOT A DATE WITH RONNIE AFTER SCHOOL, HAS HE?



NOW, IF I COULD FIGURE OUT SOME WAY TO DETAIN HIM, I COULD BE GOING OUT WITH THAT GORGEOUS CREATURE!







AMAZING \$1 ART OFFER!

20 Giant Wall Display Decorations In Full Color For Your Home



COMPLETE SET OF WIDE-EYED DANCERS AND DECORATIONS
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Imagine decorating your home with these full-color, dynamic wide-eyed youths. You get 6 dancers, an electric guitar and a strummin' guitar, a portable record player, 2 albums plus 2 records, a cherry flip soda, a phone, musical notes, an exciting sign and even a big transistor radio! The moment you mount these decorations in your room, you change its whole appearance and the entire room jumps with color and new excitement.

It's impossible for you to get the full effect of these spectacular decorations from the small black and white illustrations here. Only when you mount them on the walls of your own home can you fully appreciate their color, impact, and charm. And you can make literally hundreds of combinations to suit your own taste. We urge you to order now, while the supply lasts.

Offer May Not Be Repeated This Season

This beautiful, giant wall display of 20 magnificent, full color art prints will fill a wall at least 10 feet wide, and comes complete with decorating instructions for easy mounting! So be the first in your neighborhood to decorate your room with these colorful, exciting dancing youths. Hurry, order now! This offer may not be repeated this season.

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Please send me the 20 wide-eyed youths and wall decorations for only \$1 plus 25¢ for postage and handling on full money-back guarantee if not delighted.

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City _____ State _____ Zip _____

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the
man
from



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INSTRUCTION BOOKLET



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Royal Advtg. Corp.
Lynbrook, N.Y.

Dept. 916

Please rush me my Spy Pen at once. I understand if I am not 100% delighted, I may return for prompt refund of purchase price.

☐ I enclose \$2.98 + 36¢ shipping charges.

☐ Send C.O.D. I enclose \$1.00 dep. balance on delivery.

NAME _____

ADDRESS _____

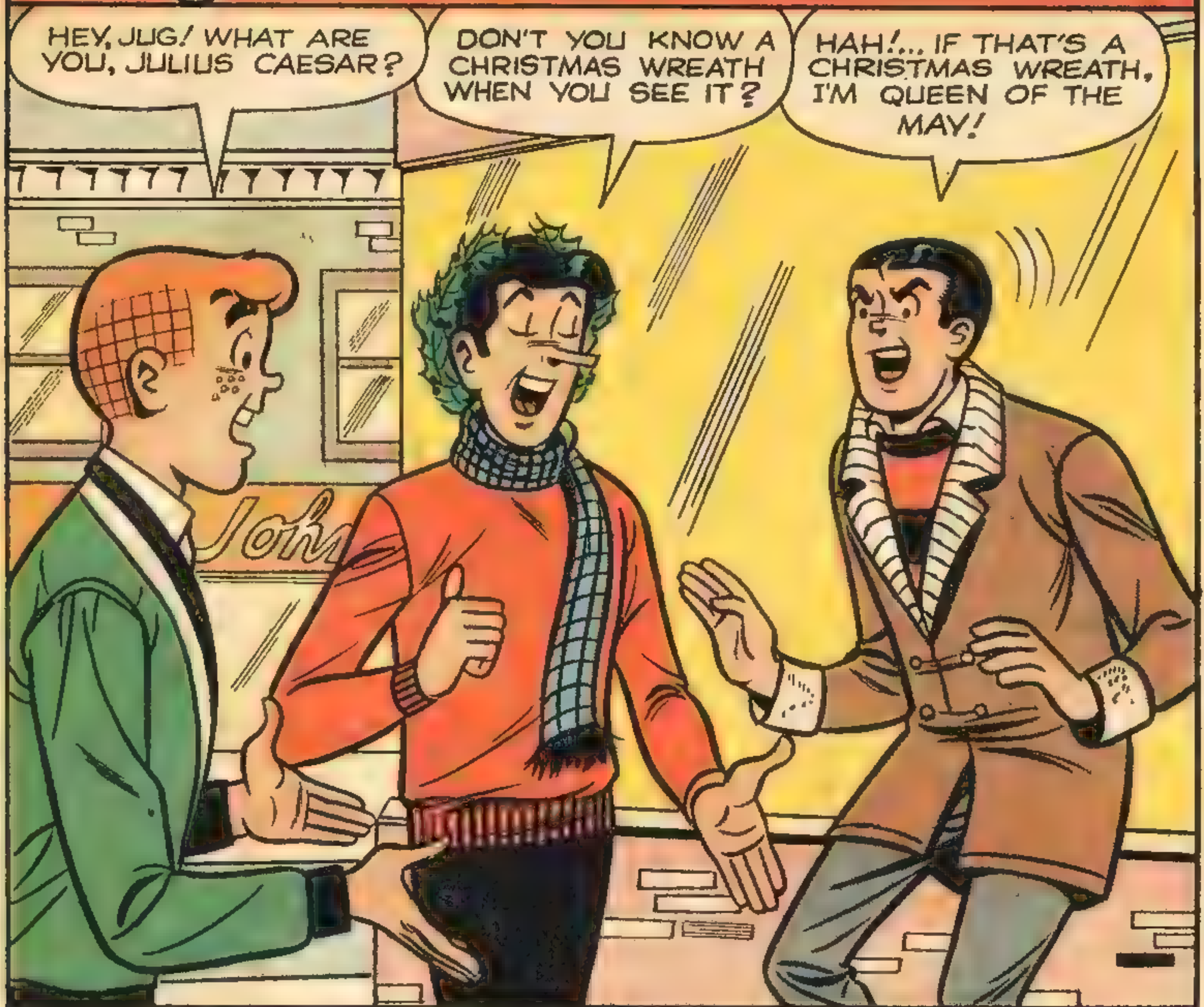
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LIL JINX

"A FISH TALE"



Jughead "YULETIDE-TURN"



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ARTIST'S CONCEPTION

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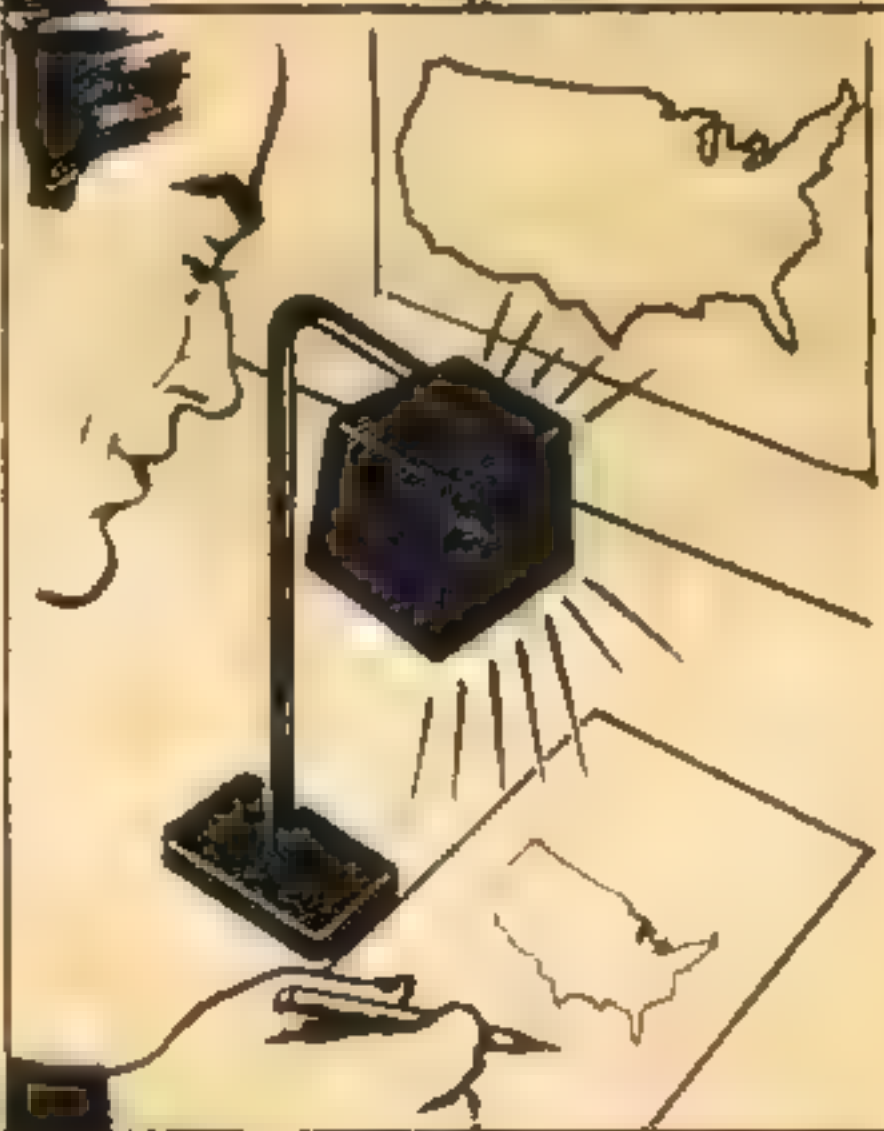
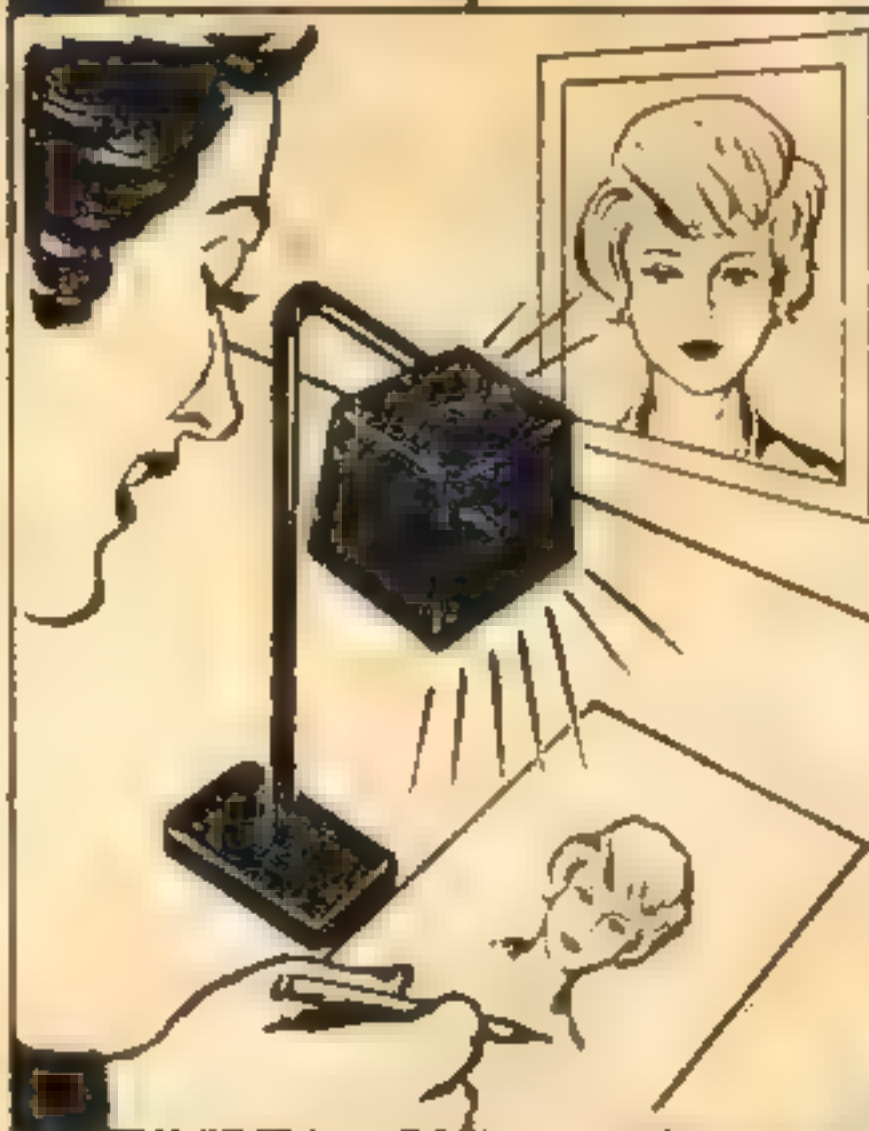
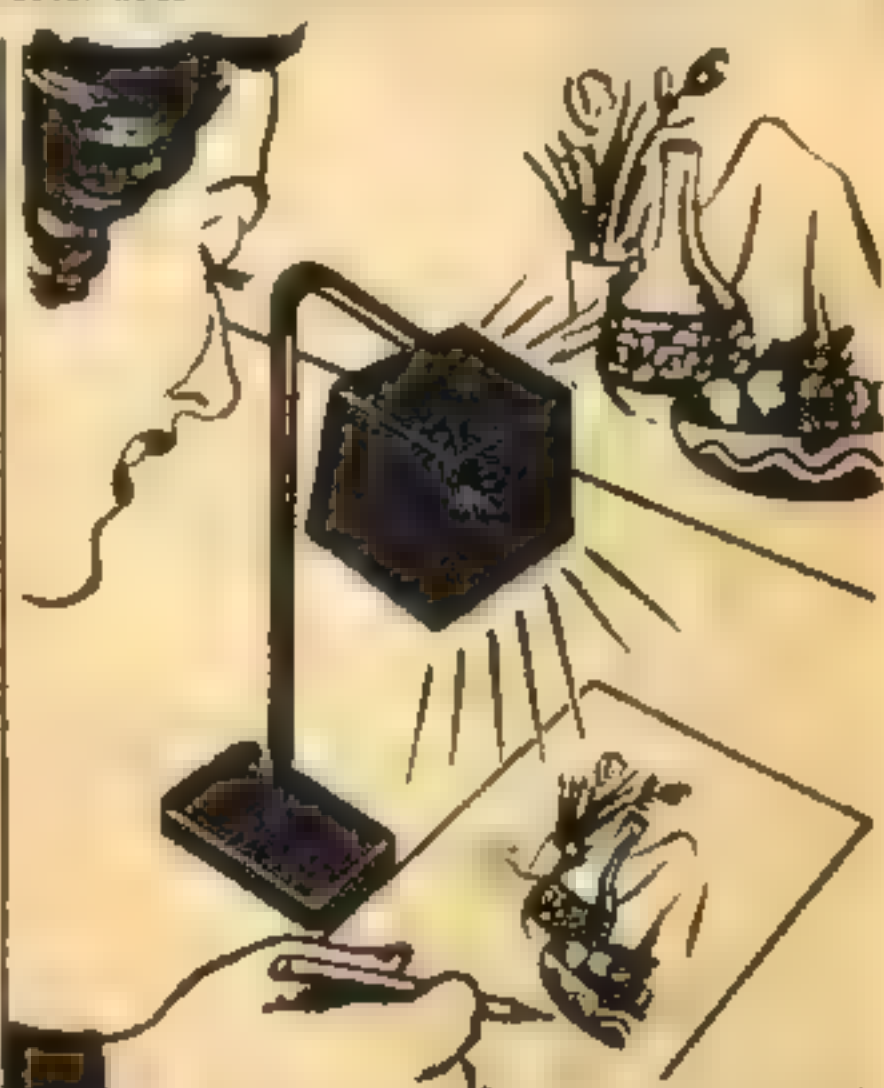
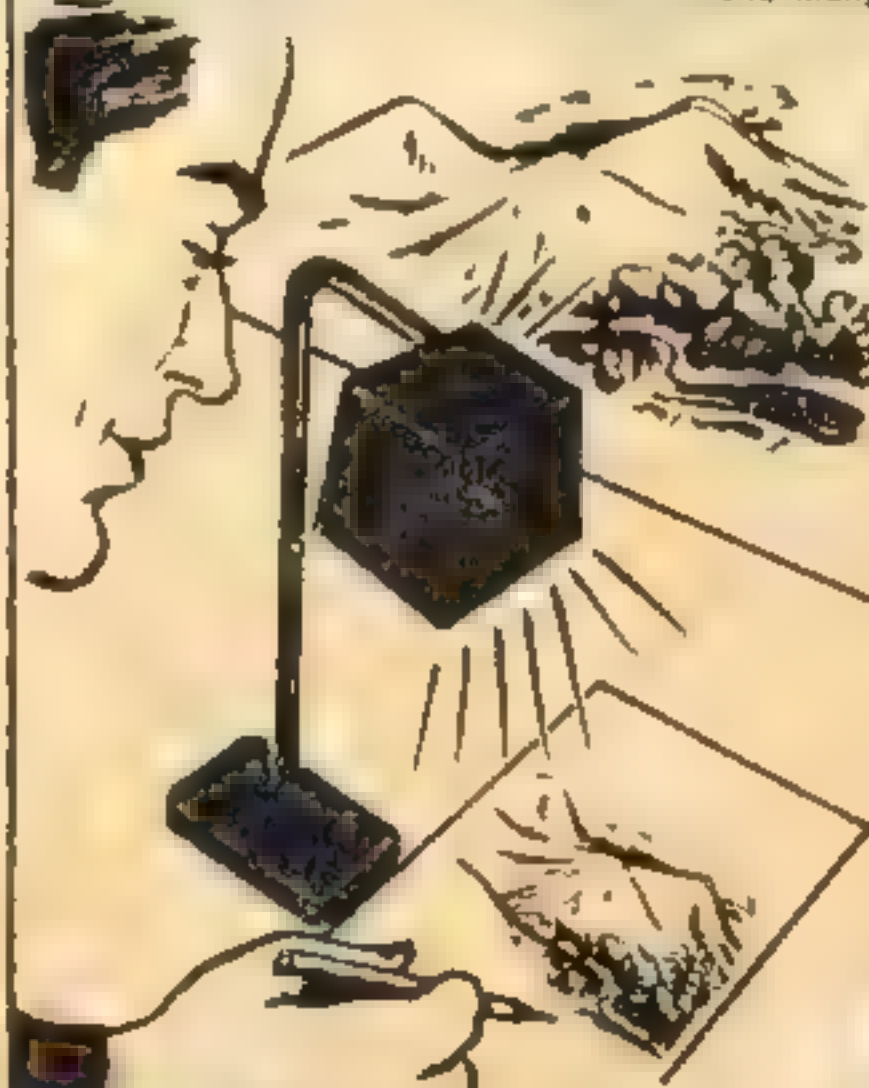
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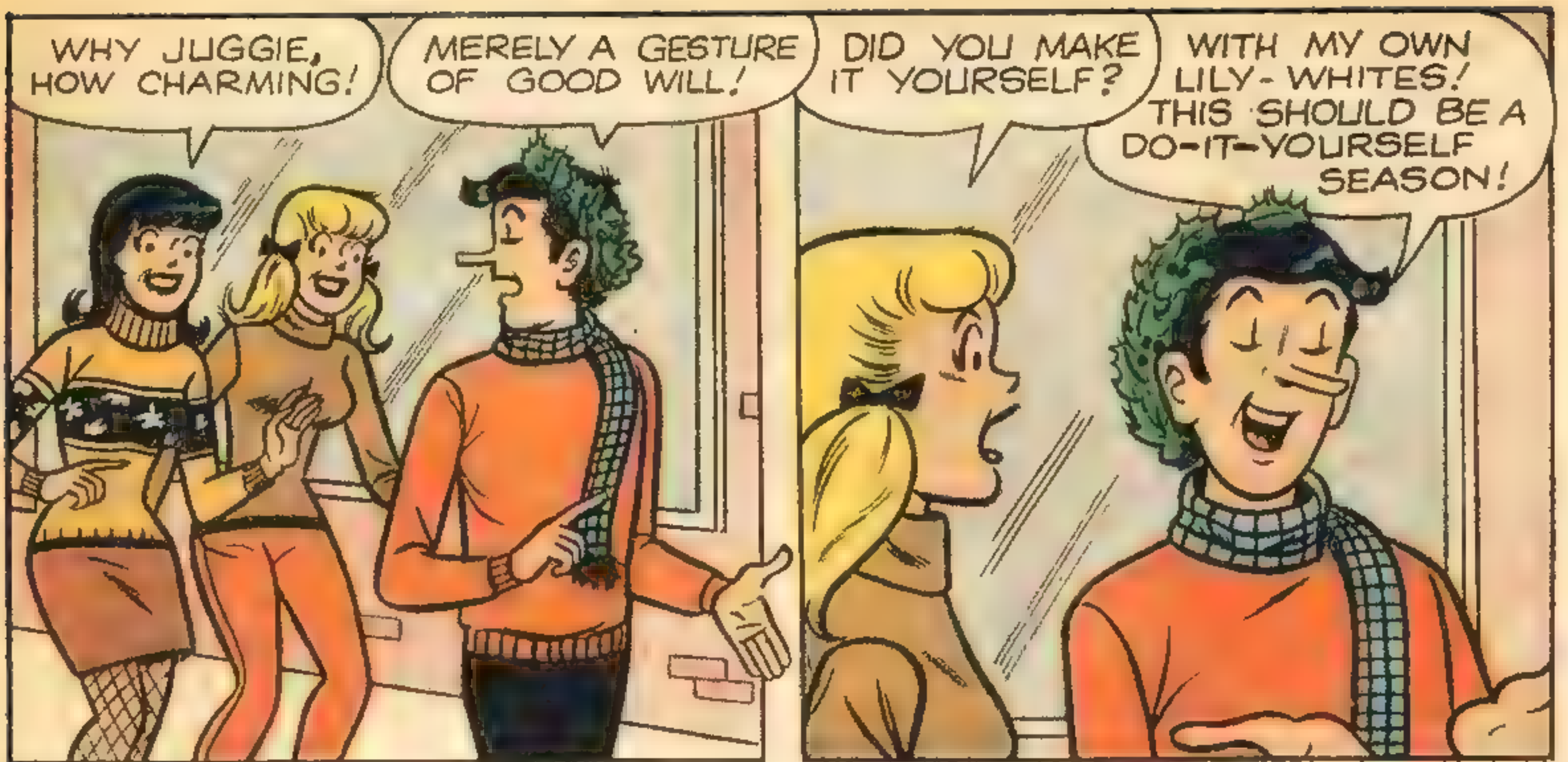
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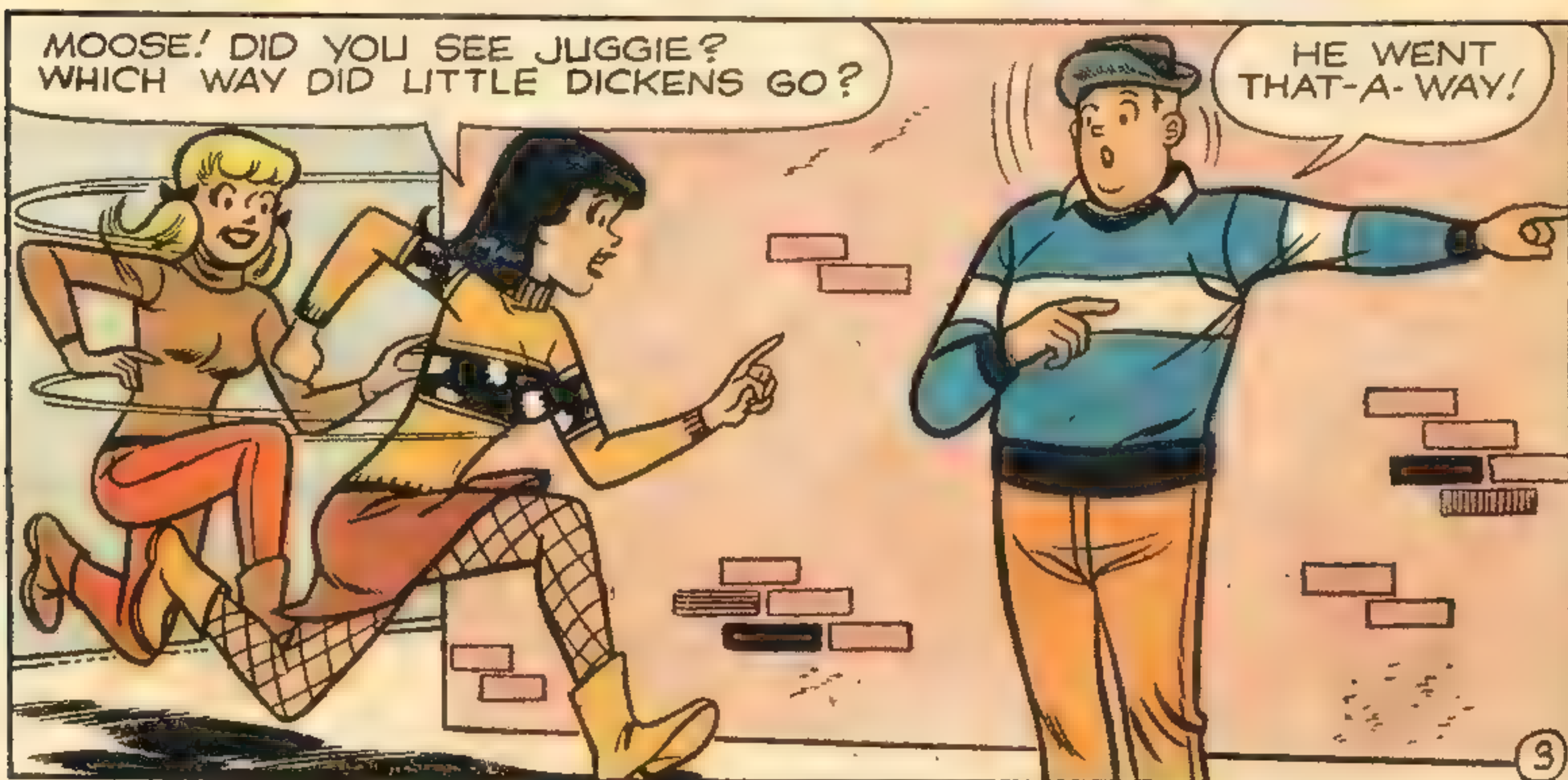
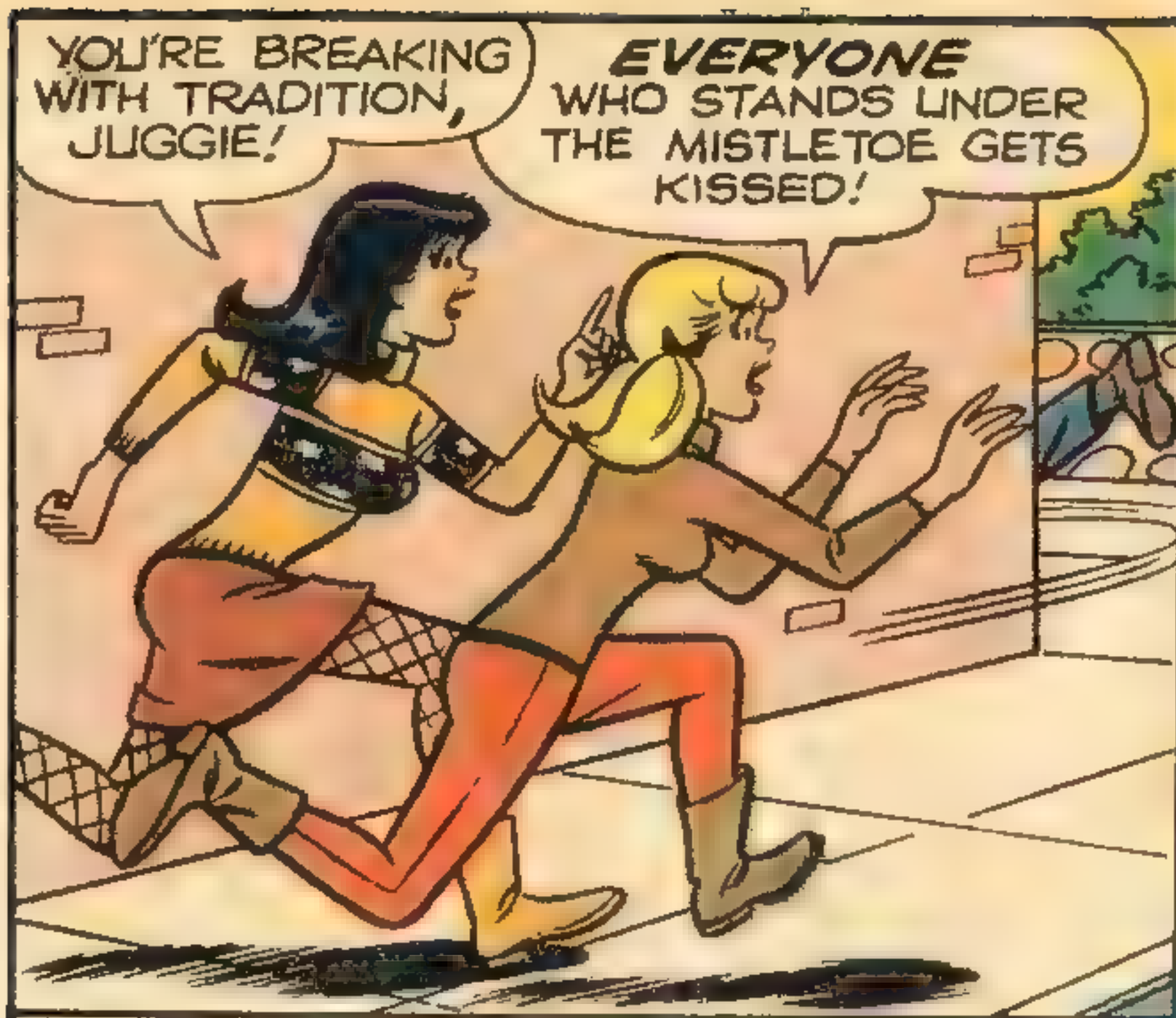
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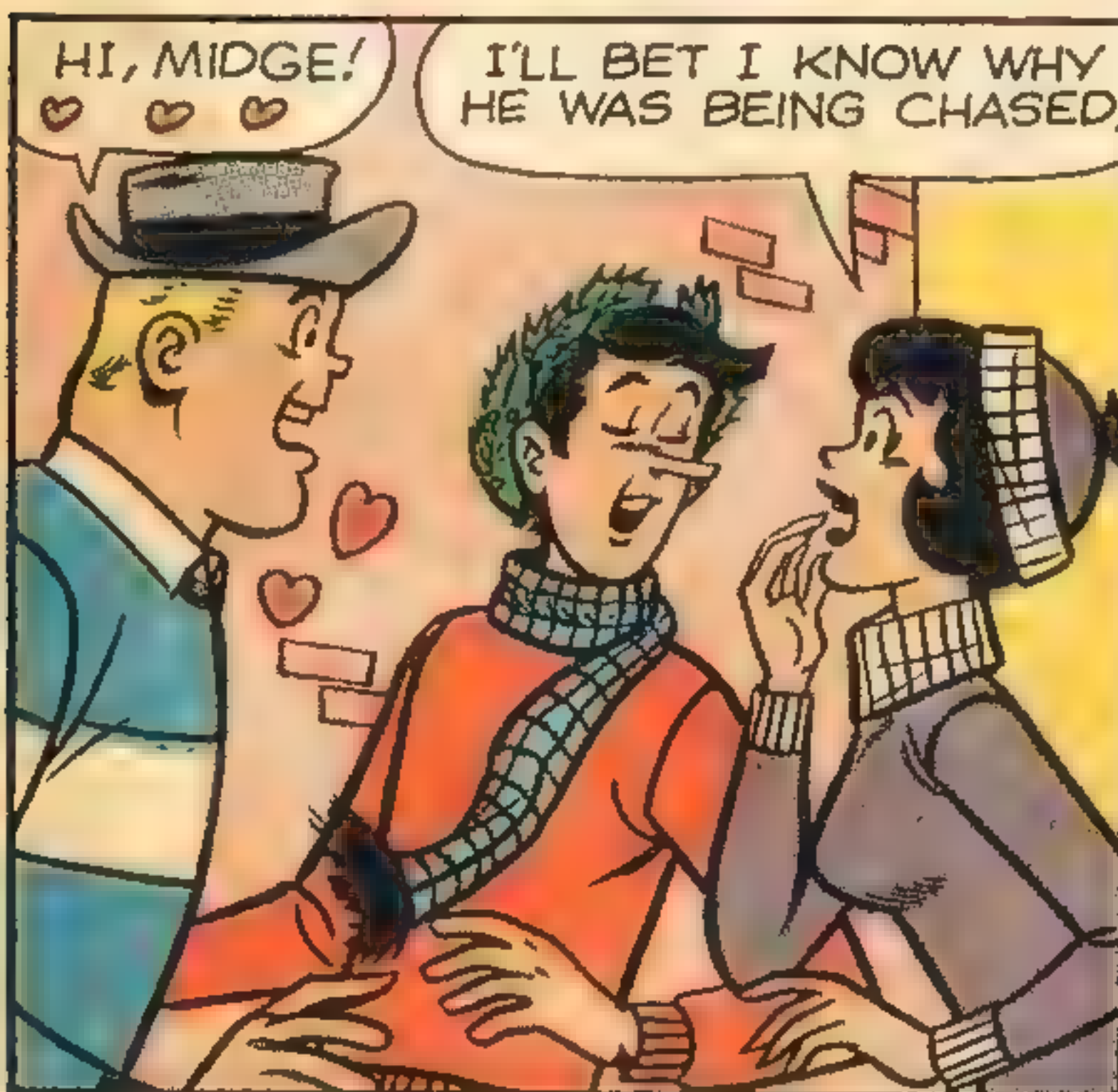
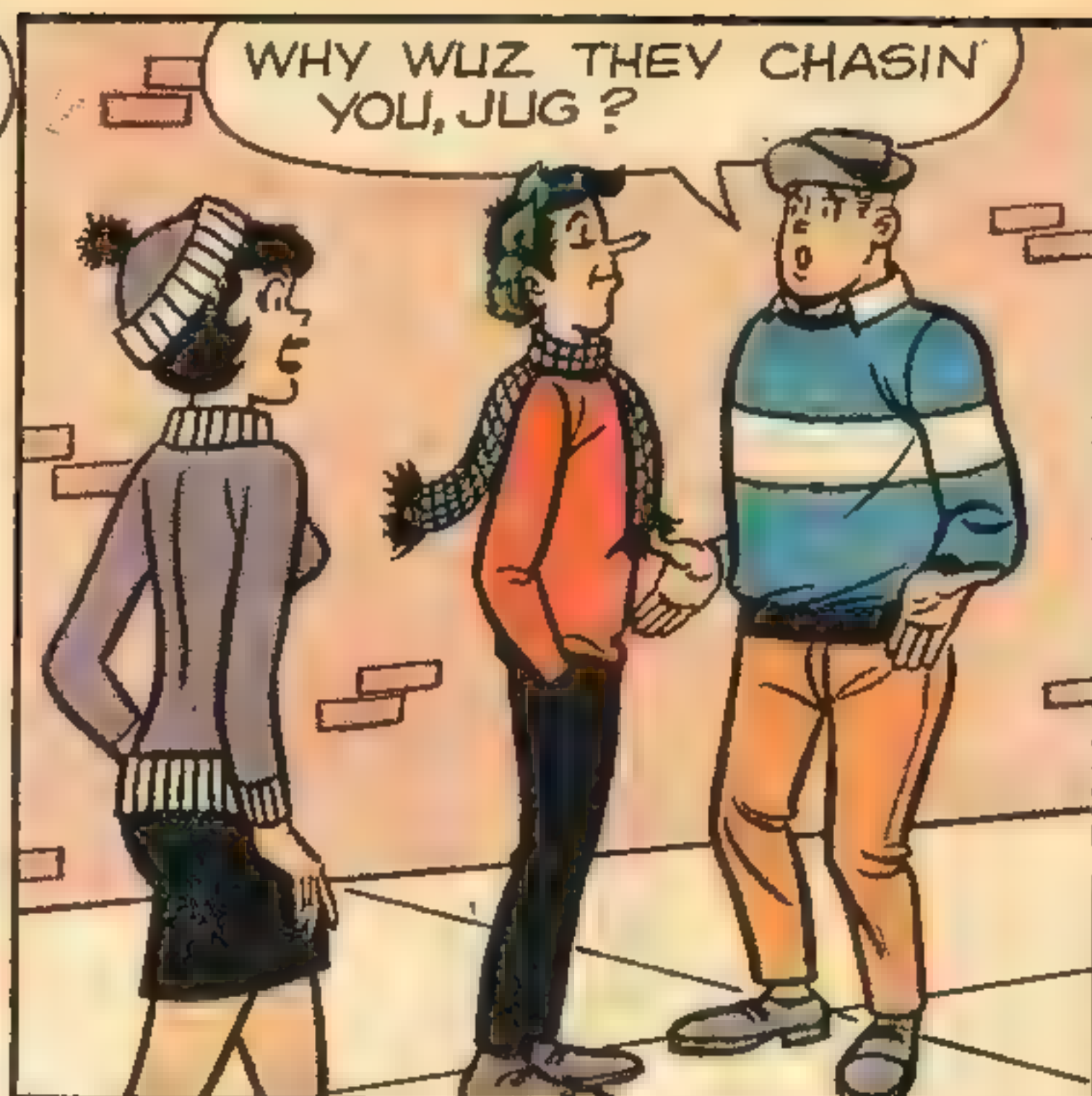
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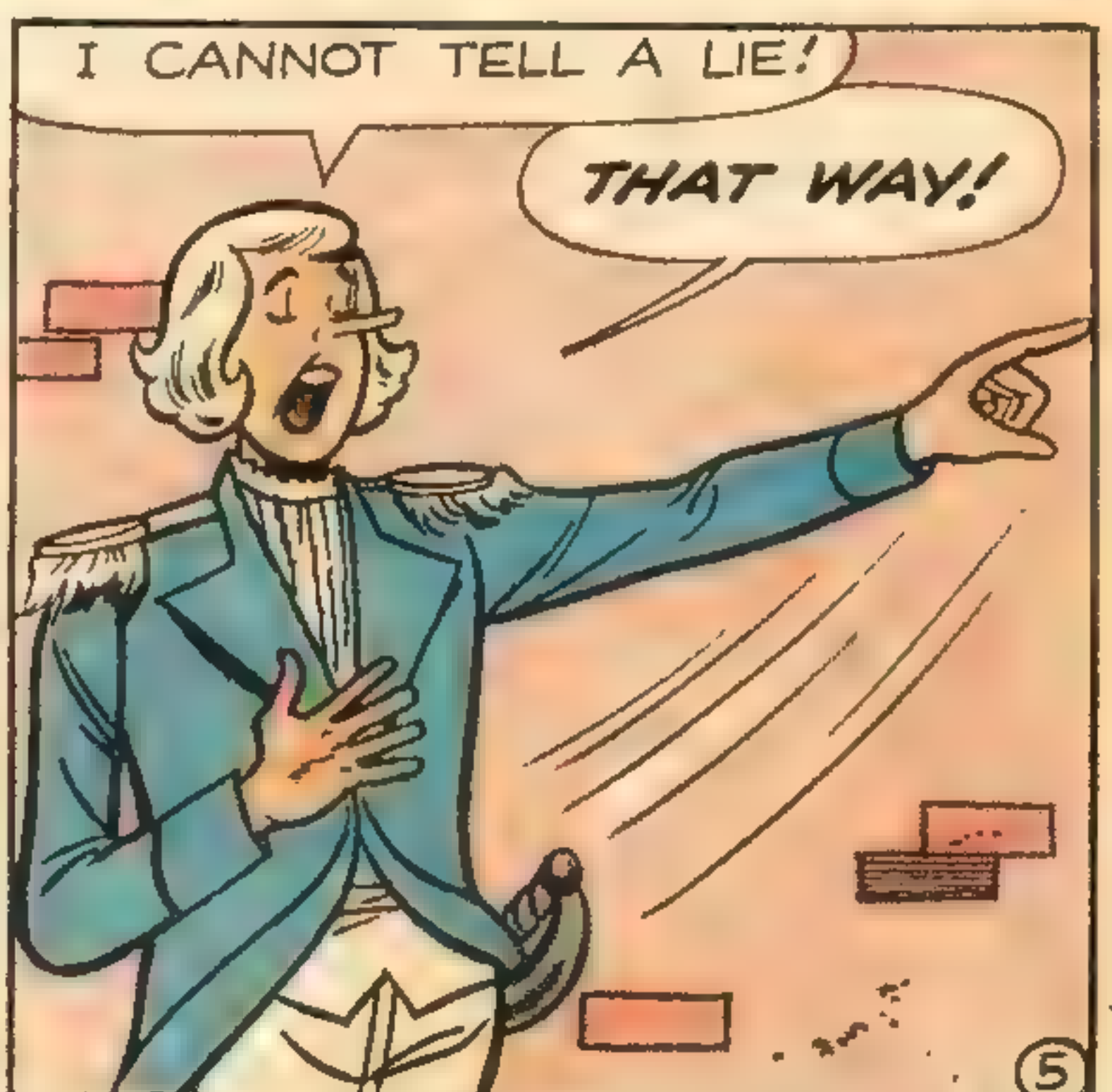
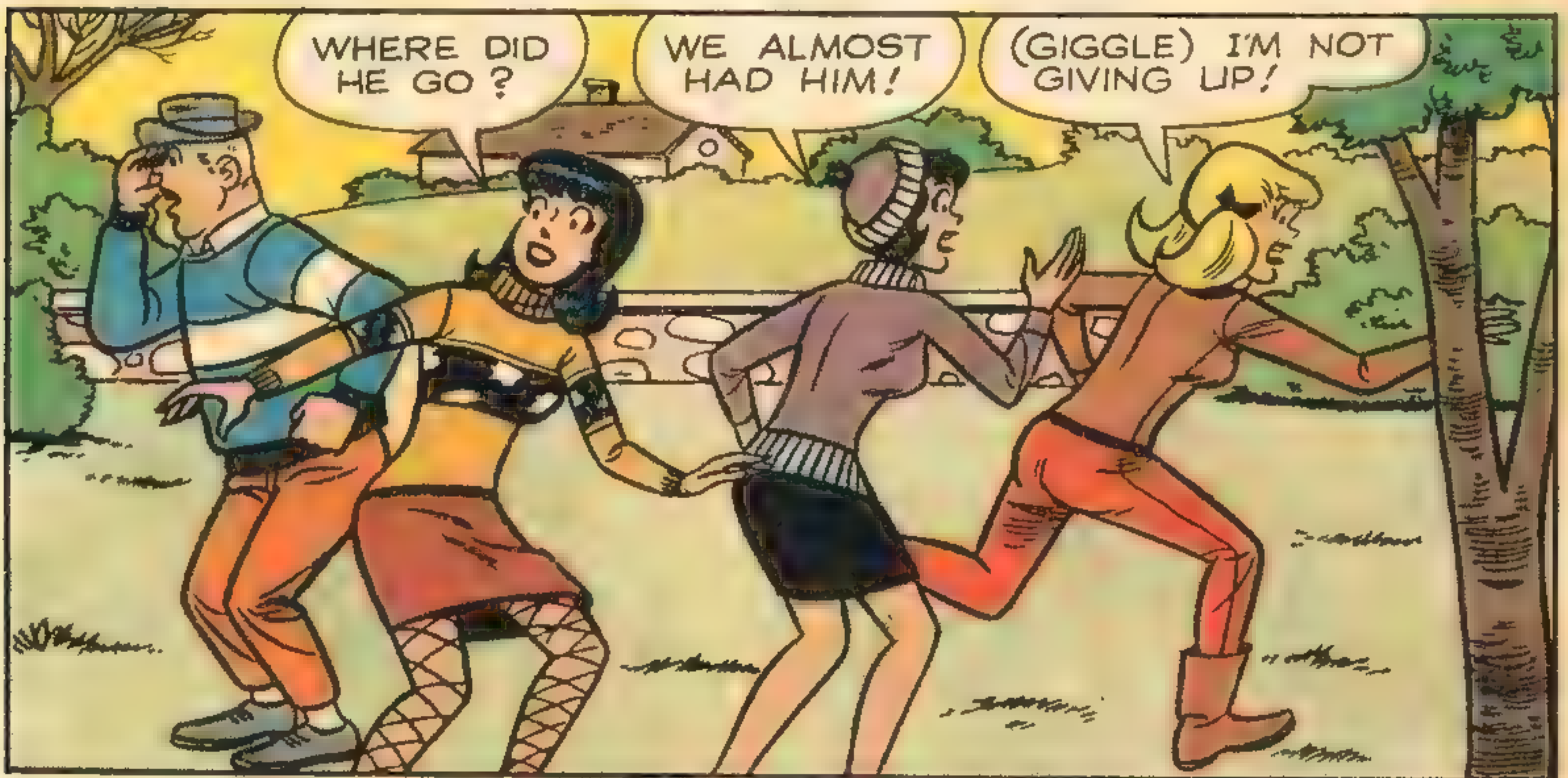
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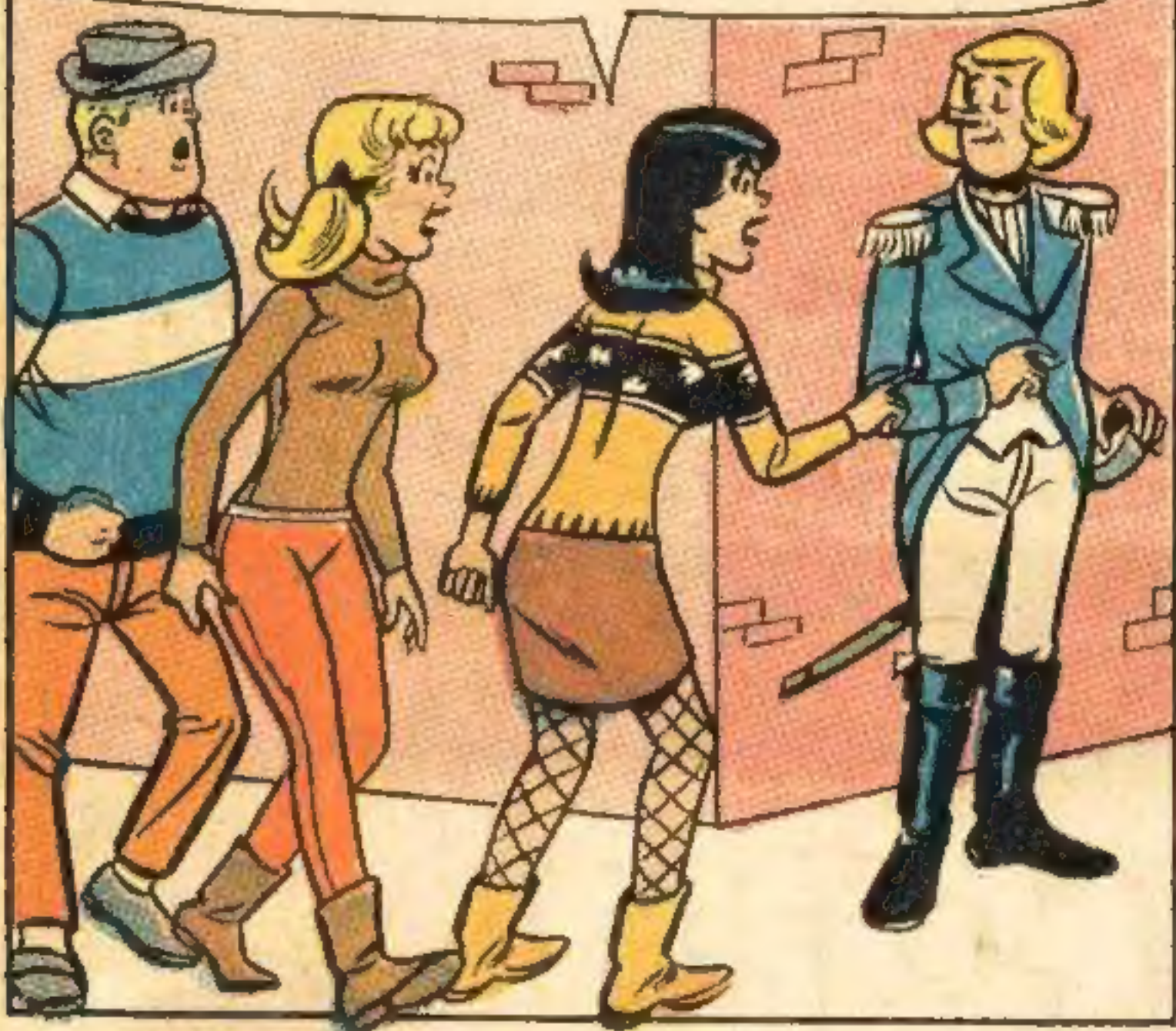
PRESS ON! HE'S BOUND TO RUN OUT OF BREATH AND...



GEORGE WASHINGTON?



JUGGIE, YOU'RE A NUT! WHAT ARE YOU DOING IN THAT COSTUME?



CELEBRATING WASHINGTON'S BIRTHDAY, WHAT ELSE?

D-UH! THIS IS **CHRISTMAS!** WASHINGTON'S BIRTHDAY IS IN FEBRUARY!

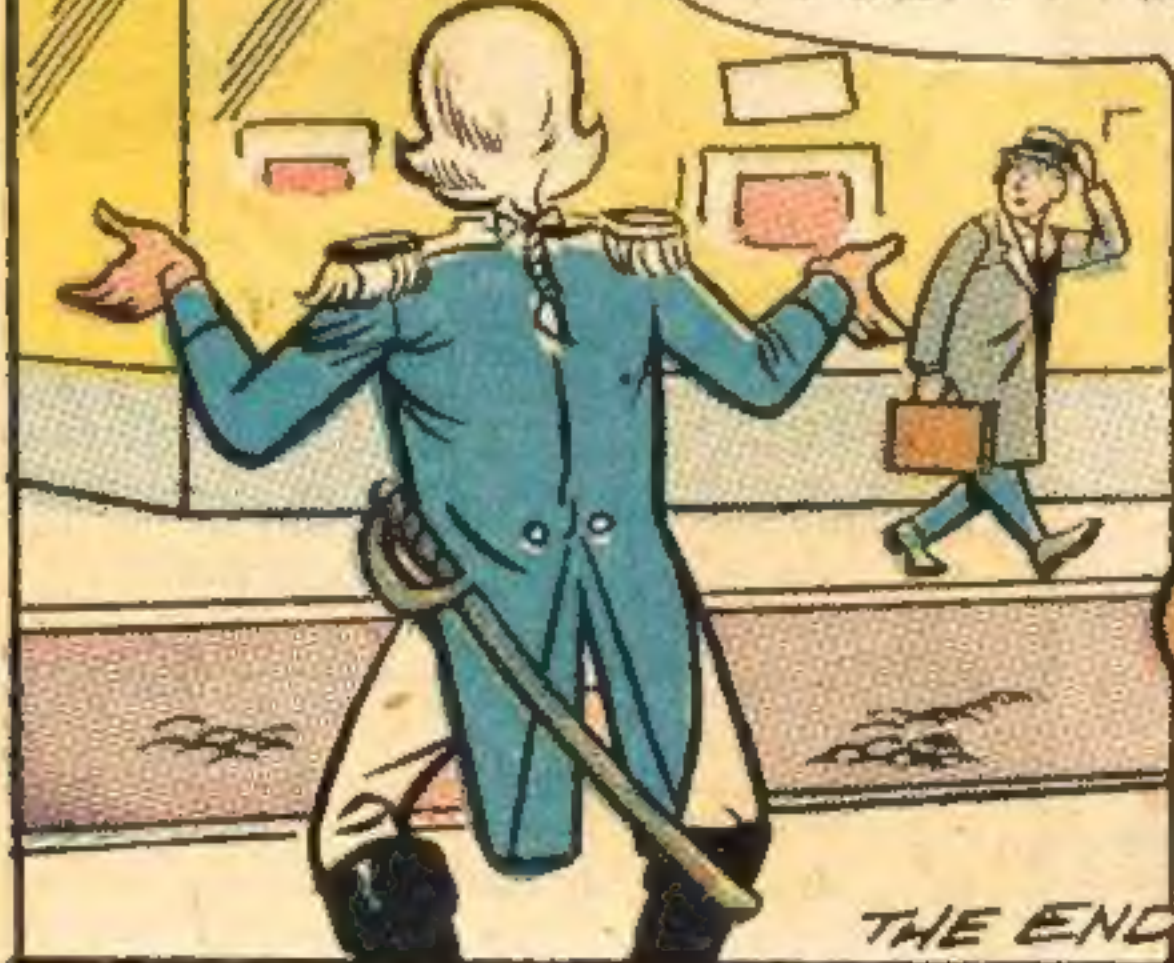


HOW ABOUT THAT? WELL, I'LL JUST CELEBRATE **CHRISTMAS** IN FEBRUARY... IT MIGHT BE **SAFER** THEN!

I GUESS I CAN'T CLOBBER A GENERAL!

RELAX, MOOSE! THERE'S NO TRADITION ABOUT SOMEONE WHO STANDS UNDER A **WIG!**

GEORGE, I'M ASHAMED OF YOU! WOULD THE FATHER OF OUR COUNTRY RUN FROM A KISS?



THE END





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LIMIT!**

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many
stars
as
you
like!

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from these
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or any others! See
instructions below.

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Lucille Ball
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Richard Basehart
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John (alone)
Paul (alone)
Ringo (alone)
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Peter Brown
Angela Cartwright
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Robert Conrad
Bill Cosby
Robert Culp
James Darren
Doris Day
Phyllis Diller
Dino, Desi & Billy
Troy Donahue
Donna Douglas
James Drury
Patty Duke
Barbara Eden

Ron Ely
John Erickson
Linda Evans
Roger Ewing
Sally Field
Ann Francis
Robert Fuller
Annette Funicello
Robert Goulet
Lorne Greene
Luke Halpin
Noel Harrison
David Hedison
Herman's Hermits
Steven Hill
Will Hutchins
David Janssen
Chris Jones
Marta Kristen
Martin Landau
Michael Landon
Jeri Lawrence

Jerry Lewis
John Leyton
June Lockhart
Richard Long
Trini Lopez
Lee Majors
Cheryl Miller
Hayley Mills
Roger Mobley
Monkees (together)
David (alone)
Micky (alone)
Mike (alone)
Peter (alone)
Liz Montgomery
Vic Morrow
David McCallum
Doug McClure
Peter McEnery
Rick Nelson
Paul Newman
Leonard Nimoy

Ryan O'Neal
Stephanie Powers
Elvis Presley
Bob Random
Robin (Burt Ward)
William Shatner
Nancy Sinatra
Bilt Smith
Eike Sommer
Barbara Stanwyck
Connie Stevens
Yale Summers
Shirley Temple
Roy Thinnes
Robert Vaughn
Clint Walker
John Wayne
Guy Williams
Van Williams
Robert Wolders
Efrem Zimbalist



INSTRUCTIONS: 1. Print the names of your favorite stars (even if not listed above) on a sheet of paper. 2. For each name you select, enclose 10¢ to cover mailing and handling costs; for extra-quick special service, please enclose 25¢ extra. 3. Print your own name and address clearly.

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7551 MELROSE AVENUE
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for
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